



# VIJINI BASNAYAKE

## MARKETING ASSOCIATE

Sri Lankan 27.06.2003 +971567005948 vijinibasnayake@gmail.com Abu Dhabi, UAE

## Education

### Bachelor of Business Management (Marketing)

BMS Campus, Colombo, Sri Lanka

2024- Present

Currently pursuing last stage of HND in Marketing

### Certificate III in Hospitality Management (Commercial Cookery) AQF

Australasian Academy | ANIBT

2022-2023

### G.C.E. Advanced Level

Lyceum International School, Gampaha

2019-2022

## Certifications

- Content Marketing Principles for Businesses 2025
- Google Analytics for Beginners

## Skills

- SEO
- Social Media Management: Meta Business Suite, Hootsuite
- Content Creation and Editing: Canva, CapCut, Adobe Suite
- Social Media Analytics: Meta Insights, TikTok Analytics
- Email Marketing
- UGC Video Production and Editing
- Brand Storytelling
- Trend and Audience Research

## Language

English  
Sinhala

## About me

Creative and results-driven Content Creator and Social Media Handler with hands-on experience in managing and growing brand presence. Skilled in visual storytelling, content planning and audience engagement, with a proven record of executing successful digital campaigns. Brings expertise in content trends and algorithms, ready to drive impactful campaigns for international brands.

## Experience

### SEO Associate

August 2025 - Present

Neo Media Marketing, Sri Lanka

- Assisting in on-page SEO optimization including keyword placement, meta titles, meta descriptions, header tags, and internal linking.
- Conducting keyword research and competitor analysis to identify ranking opportunities.

### Freelance Content Creator

March 2025 - Present

Self Employed

- Conceptualize, script, film and edit original short-form videos and product reviews for social platforms (Instagram, TikTok, YouTube and Facebook) focused on travel, food and lifestyle.
- Collaborated with Barista Sri Lanka to create creative Instagram Stories and was invited as a special guest, recognized as an event-based Brand Ambassador during a Barista brand event.
- Collaborate with brands to produce purpose-aligned UGC content including product showcases, testimonials and lifestyle visuals.
- Handle end-to-end production such as concept development, scripting, shooting, editing, voiceovers, captions and creative story uploads.

### Digital Marketer

August 2024 - June 2025

Eternal Moments Studio, Sri Lanka

- Designed and created visual content including brochures, flyers, posts and custom photography packages for brand promotions and seasonal campaigns.
- Managed Facebook and Instagram pages by posting content with SEO-optimized captions, trending hashtags and strategic scheduling.
- Created reels and curated selected images from photo sessions, formatting them based on platform specific layouts for optimal visual impact.

### Social Media Manager

March 2022 - February 2023

Nels Dimora Hotel & Banquet Hall, Sri Lanka

- Managed end-to-end social media presence, including content creation, paid ad campaigns and promotional material design.
- Captured and edited event photos and visuals while supporting event planning and customer engagement.
- Executed event-focused campaigns to boost brand visibility and audience interaction.