



Shanal Mendis

Google Certified Digital Marketer
BBA (UOC), ACIM (UK)



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No 13 C Ninadee Mawatha

[Video Introduction - Click Here](#)

My career objective is to use my knowledge of digital marketing, including SEO, PPC, social media marketing, and content production, to create and implement strategies that will help businesses to grow their revenue.

Working Experience

Digital Marketing Specialist – Emapta (April 2022 – Present)

- Successfully grew the company's Facebook page to over 20,000 followers, LinkedIn showcasing page to over 4,000 followers, Instagram to over 2,500 followers, and TikTok to over 2,200 followers in less than a year.
- Creating engaging content and managing social media accounts on Facebook, Instagram, LinkedIn, YouTube, and TikTok platforms, resulting in increased engagement and growth of followers.
- Social media community management and organizing social media giveaways and contests to increase brand awareness and drive user engagement.
- Basic photography and videography for social media content creation, ensuring high-quality visual representation of the brand.
- Experienced in creating, managing, planning, and monitoring successful seasonal Google Ads campaigns to drive leads to B2B market, resulting in increased website traffic.

Digital Marketing Specialist – Cinergix (pvt) Ltd (Sep 2021 – April 2022)

- Improved On-Page Search Engine Optimization of company website by conducting keyword research, optimizing meta tags, and creating relevant and high-quality content.
- Planned and managed Google Ads campaigns by conducting keyword research, creating targeted ad copy, resulting in a 20% increase in conversions and a 10% increase in conversion rate.
- Conducted Website Conversion Rate Optimization and A/B testing by analyzing user behavior, creating compelling calls-to-action, and optimizing website design and functionality.

Digital Marketing Analyst / Senior Digital Marketing Analyst – eMarketingEye (pvt) Ltd (Feb 2020 – Sep 2021)

- Managed and executed paid advertising campaigns for multiple clients on Google Ads, Facebook, and DV360, including campaign planning, ad creation, bidding, and optimization, resulting in increased website traffic, conversions, and revenue and ROAS.
- Prepared rate parity reports for hotel clients, analyzing and comparing hotel rates on various online travel agencies (OTAs), identifying pricing discrepancies and ensuring rate parity across all distribution channels.
- Communicated with clients on a daily basis, providing campaign performance updates, addressing client concerns, and identifying opportunities for account growth.
- Coordinated with internal teams, including creative, analytics, and account management teams, to ensure seamless campaign execution and delivery.
- Conducted search engine optimization (SEO) audits, including technical analysis, content analysis, and backlink analysis, identifying areas for improvement, and providing recommendations for optimization.
- Developed and executed successful SEO campaigns, including keyword research, on-page optimization, link building, and content creation, resulting in increased website traffic and search engine rankings.
- Monitored campaign performance, analyzing data, and providing regular performance reports, identifying areas for improvement and implementing optimization strategies to improve campaign performance and ROI.

Professional Skills

MS Office Package | Ahrefs | SEMrush | DV360 | Google Ads Editor | Google Search Console | Facebook Ads Manager | Google Analytics
Zoho Social | Canva | Google Optimize | Hootsuite

Qualifications

Professional

- Postgraduate diploma in professional marketing – Chartered Institute of Marketing (2023)
- SLIM Diploma in Strategic Brand Management – (2019)

Academic

- Bachelor of Business Administration – Marketing Sp.(2nd Class) Degree - University of Colombo(2019)
- GCE A/L - Commerce Stream(2014) – Mahanama College | 3As
- GCE O/L - Commerce Stream(2014) – Mahanama College | 5As | 3Bs | 1C

Skills Enhancement

- Google certified in Google Ads Search, Google Ads Display
- Google analytics certification
- Google Digital Guru Certifications
- Google Garage Digital Marketing Certification
- Google AI-Powered Performance Ads Certification

Awards

- “Rising Star Award” in 2022 – EMAPTA (PVT) Ltd.
- “Best Emerging Young Leader” national award in 2018 – AIESEC Sri Lanka

Extra – Curricular Activity

- Marketing lead – Run For Their Lives 2023
- Public Relations and International Services Director in Rotaract Club of Colombo Uptown – 2021/22
- Vice President, AIESEC in University of Colombo 2019/2020
- Volunteer in “Educhange” Project in Italy as an exchange participant.
- National Support Team – Customer Support Agent AIESEC in Romania

Personal Details

- Name with initials : B.S.V.U Mendis
- Gender : Male
- Nationality : Sri Lankan
- Date of Birth : 05.09.1995
- Marital Status : Single
- NIC : 199524902179

Non Related Referees

Ms. Thilini Alahakoon

Lecturer – Faculty of Management & Finance University of Colombo (Currently on Study Leave) Phone No. : (+61)0476294286

Mr. Shehan Baranage

News Director

ABC Radio Networks Sri Lanka - Asia Broadcasting

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I hereby certify that all the details stated above are true and correct to the best my knowledge.

Shanal Mendis,

