



GIHAN Kanishka Pilana Withanage

SKILLS

Google (ads/analytics/my business/data studio)

Meta business suite

Web design (SquareSpace/Wix)

Web content management (SquareSpace/Wix/WordPress/Shopify)

Google Docs editors suite/Microsoft Office

Graphic design (Photoshop/Canva)

Digital drawing

Drawing (water colour, pigment ink, pencil)

I am a very motivated, enthusiastic professional operating at the crossroads between web-based work and art.

My easygoing, versatile nature predisposes me to forge close relationships with my working partners.

I greatly enjoy the creative process, which I efficiently complement with unique attention to detail. I am meticulous and ready to learn new things with excitement and intellectual curiosity.

EXPERIENCE

Q-online limited

2021 November – 2022 July: Social Media Manager

ODDLY Global

2018 - 2022 January: Web & Social Media Executive

2017 - 2018 Social Media Executive

2015 - 2017 Social Media Coordinator

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📷 @maxgihanart

📍 London

EDUCATION

2013- Diploma in English language - Buddhist and Pāli University of Sri Lanka

2010- Certificate course in English - University of Colombo, Sri Lanka

2010- Training course on graphic design & creativity development - University of Colombo School of Computing, Sri Lanka

2007- Basic level computer course - Kelaniya zonal computer resource center, Sri Lanka

FREE-LANCE AND CREATIVE WORK

2020 - Present: Web design*

2020 - Present: Social media/web/digital consultant, Creative direction for Geofre (UK)

2020 - Present: Digital illustrations for ConfidentU (UK)

2020 - Original artwork for Grace Within (UK)

2019 - Present: In-house artist at Galleryscapes Gallery (Former Crimson Spaces Gallery) (Sri Lanka)

2019 - Social media/web/digital consultation for Galleryscapes Gallery (Former Crimson Spaces Gallery) (Sri Lanka)

2019 - Present: Graphics, illustrations and web management and web design for SimoLab Creative AV (UK)

2018 - Present: Logo and Graphic Design for Kreis Nordfriesland (Germany)

*References upon request

SOCIAL MEDIA MANAGEMENT

Managing social media platforms for national and international clients

Agency social media strategy
Facebook/Instagram/Twitter/LinkedIn/Pinterest

Copywriting/editing and QA

Visual content and basic video editing

Running and management of campaigns and competitions/giveaways and analyzing KPIs

Communicate with followers, respond to queries promptly and monitor customer reviews

Oversee social media accounts' design (e.g., Facebook cover, profile pictures, Instagram highlights covers)

WEBSITE MANAGEMENT

SEO (Search Engine Optimisation): analysis of client website performance, implementation and maintenance (e.g. adding keywords, tag words, spreadsheet data management)

Back end management: live and test websites (content)

Website creation updates and management (SquareSpace/Wix): editorial responsibility for the content and page composition

Compatibility test across platforms (mobile, tablets, computer)

LANGUAGES

Sinhala
English

HOBBIES

Cookery, painting, travel, photography

REFEREES

Deane Jayamanne
Director
ODDLY Global
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Simona Piantieri
Owner, Creative Director
Simolab Creative AV
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RESEARCH AND CREATIVE PROCESS

PowerPoint/Google slides presentations on statistical analysis (e.g. competitors, trends)

Web performance reports, e.g., Social media profile assessment and quality, keyword search

Google and similar analytics data usage

Create graphic designs for templates, samples, holiday greetings, anniversaries, and celebrations

Creating brand/style guides

ADDITIONAL TASKS

MyBalsmique - persona and sitemap creation (UX Design process)

Basecamp/Microsoft 365 Business/Asana/Trello - Project management tool

Hootsuite/Buffer/Cloud Campaign/Semrush Social Media Toolkit/Publer - Social media scheduling/management

Sales Robot/LinkedIn Sales Navigator - Outreach campaigns

Mailchimp campaigns/Zapier

Creating internal SOPs for Social media

Internal updating of content ideas/competitors/research databases

Stay up-to-date with current technologies and trends in social media, design tools and applications