



Buwaneka Rathnayake

Crafting Digital Success: Fusing Creativity and Marketing Mastery to Elevate Your Online Presence and Drive Revenue Growth

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Profiles

[in](#) Buwaneka Rathnayake
Linkedin

[G](#) Buwaneka Rathnayake
Website

Summary

Digital marketing expert skilled in website design, SEO, and PPC advertising on Google, Facebook, and Instagram. Experienced in email marketing with branded templates and personalized workflows. Committed to maximizing ROI through enhanced branding, traffic, leads, and sales, delivering measurable growth across various business verticals.

Experience

Dec 2022 - Present

VGC Technology Pte. Ltd.

Digital Marketing Specialist
Singapore

[🔗](#) View Project - Web design project - VGC Technology

VGC Technology is a leading IT outsourced and maintenance company based in Singapore, dedicated to providing top-notch solutions in partnership with industry giants like Microsoft, Cisco, and the Singapore government.

My Role:

- **Website Management:** Building, maintaining, and optimizing the company website.
- **Google Ads Management:** Creating, monitoring, and optimizing Google Ads campaigns.
- **SEO Implementation:** Improve the website's search engine ranking and visibility.
- **Email Marketing and Design:** Managing email campaigns and creating visual assets such as artworks, videos, and graphics for the website and webinars.

Tools and Technologies:

WordPress | HTML | CSS | Google Ads | Google Analytics | Google Tag Manager | SEMrush | Google Keyword Planner | Yoast | Mailchimp | Adobe Creative Suite | Canva

Oct 2023 - Present

Camera Finevision

Digital Marketing Consultant (Freelance)
Sri Lanka

[🔗](#) View Project - Camera Fine Vision - SEO Optimization

Camera Finevision a reputed camera dealership in Sri Lanka. Faced with the challenge of limited online visibility despite a loyal customer base, I strategized and executed the creation of a dynamic website, bridging the gap between existing patrons and potential amateur enthusiasts across the island.

Role:

- **Website Development:** Designed and developed company website.
- **SEO:** Improved search engine rankings and drove organic traffic.
- **Paid Marketing Campaigns:** Managed Google Ads and Facebook Ads.

Tools and Technologies:

WordPress | WooCommerce | SEMrush | Google Keyword Planner | Google Merchant Center | Google Trends | Google Ads | Facebook Ads | Facebook Pixel | Adobe Creative Suite, Canva

Oct 2023 - Present

Accelerators.co.uk

Digital Marketing Specialist (Freelance)
London Area, United Kingdom

[🔗](#) View Project - Web Design - Accelerators

Accelerators is a dynamic Agile Transformation & Programme Delivery platform. I designed their website and manage Google, LinkedIn, and Facebook Ads, contributing to the company's online presence.

Sep 2023 - Apr 2024

UNIVERSAL LIQUOR MART (LONDON) LTD

Digital Marketing Specialist
London Area, United Kingdom

[🔗](#) View Project - Web Design and Development - Justdrinks

Universal Liquor Mart (London) Ltd is a prominent e-commerce platform in the liquor industry. As a Digital Marketing Specialist, I designed and optimized the e-commerce website, managed market research, and executed Google, LinkedIn, and Facebook Ads to enhance the company's online presence.

Jan 2021 -

Upwork

Digital Marketing Specialist
Sri Lanka

[🔗](#) View Project - Buwaneka - Portfolio

Experienced freelance digital marketer specializing in small and medium business growth.

- **Branding:** Develop brand assets for a consistent identity.
- **Marketing Strategy:** Craft integrated plans covering SEO, PPC, email, and social media.
- **Campaign Management:** Execute marketing initiatives, track KPIs, and optimize budgets.
- **PPC:** Optimize Google, LinkedIn, and Facebook Ads for lead generation.
- **Social Media marketing:** Manage profiles, create engaging content, and analyze performance.

Education

Oct 2021 - Oct 2025

University of Roehampton

BSc (Hons) Business Management and Marketing

Currently pursuing a Business Management and Marketing degree (part-time) at the University of Roehampton, United Kingdom.

Nov 2021 - Nov 2023

EduCLaaS

Higher Diploma in Digital Marketing

Successfully completed a Higher Diploma in Digital Marketing at Educlass Singapore.