



# DANUSHKA GUNASEKARA

## About Me

Seeking a position in life to utilize my skills and abilities and achieve professional growth while being resourceful. Innovative and flexible. To add valuable asset to your esteemed organization as an active member.



+971529652090



danushkagunasekara1993@gmail.com



Old Rola Building, Sharaf DG, Dubai



<https://youtube.com/@danushkasrima12303?si=TAxStHnbzQg4dv4x>

## EDUCATION

### Cardiff Metropolitan University

BSc. Business Information Systems  
2021-2023

### National Institute in Business Management

Diploma in Computer System Design  
2015-2016

## LANGUAGE

- English
- Sinhala

## EXPERIENCE

### Digital Marketing and ERP Development Executive

HD Digital Media L.L.C - WTC, Dubai

2024 January - 2024 April

- Developed captivating content across various social media platforms such as Facebook, TikTok, Instagram, LinkedIn, and Twitter, utilizing a mix of formats including infographics, live sessions, and video reels.
- Created a diverse array of on-brand marketing assets, spanning from informative articles and blogs to dynamic videos and promotional content, to engage and attract target audiences effectively.
- Producing code using PHP Laravel framework and MySQL databases.
- Providing technical support for web, desktop or mobile applications..

### Digital Marketing & Application Support Executive

Union Assurance PLC - Colombo 03, Sri Lanka

22022 January - 2023 December

- Executed innovative digital marketing strategies to enhance audience engagement and improve online visibility, adhering to SEO best practices.
- Fostered strong customer relationships through proactive engagement and dedicated customer support.
- Crafted compelling content, including infographics, live sessions, and video reels, for diverse social media platforms like Facebook, TikTok, Instagram, LinkedIn, and Twitter.
- Produced a range of on-brand marketing materials, from informative articles and blogs to engaging videos and promotional content.
- Managed the User Acceptance Testing (UAT) environment, ensuring timely updates and system reliability.
- Performed regular backups and updates of the Oracle database to maintain data integrity.
- Developed custom SQL queries to assist the Development Teams with data analysis and reporting.
- Conducted daily monitoring of database batches to ensure smooth operational workflows.
- Supported critical month-end processes, contributing to efficient financial closing procedures.

## SKILLS

- Management Skills
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

## PROJECTS

- IT Helpdesk Management System
- Online Train Booking and Tracking System.
- sathutabuilders.com (MSSQL,ASP.Net,JavaScript, CSS,HTML).
- ERP System for Auto-mobile Service Center.

## EXPERTISE

- MS SQL/ MySQL /PL SQL
- ASP.Net / C# / VB.Net / PHP
- JavaScript / CSS / HTML
- R Studio
- Crystal Reports
- MS Office Package
- MS ActiveDirectory
- Adobe Photoshop/ Illustrator
- Canva Pro
- ChatGPT

### Computer Hardware and Network Technician

National Water Supply & Drainage Board - Sri Lanka

2019 December - 2021 December

- Expertly managed IT support for over 300 users, including the development of an efficient ticketing system.
- Provided comprehensive support for software, hardware, and network issues across desktops, laptops, and servers.
- Skilled in the installation, maintenance, and operation of servers, PCs, essential software, and network infrastructure.
- Delivered prompt issue resolution through both remote phone support and on-site technical assistance.
- Proficient in installing and troubleshooting a variety of operating systems, including Windows 7, 8, 10, 11, and Server 2008/2012.
- Maintained Windows Active Directory to ensure secure and organized user management.

### ERP And Digital Marketing Executive

Softknowledge Business Solutions Pvt Ltd - Sri Lanka

2018 Aug - 2019 Sept

- Orchestrated the strategic planning and design of ERP and POS systems to streamline business operations.
- Spearheaded the company's digital presence, ensuring active and engaging content across various social media platforms.
- Executed targeted online advertising campaigns, enhancing brand visibility and awareness.
- Managed B2C marketing initiatives, including social media outreach, Google AdWords, and email marketing strategies.
- Drove traffic and lead generation through proficient use of SEO/SEM tactics.

### Customer Support Executive

Retail Information Technology - Sri Lanka

2017 Nov - 2018 July

- Support to customer for ERP and POS Systems.
- Implementation POS and ERP system to Clients.
- Coordinate with clients and development team.

### Cashier

Sirisara Fashion House - Sri Lanka

2014 - 2015

- Efficiently processed sales transactions using a cash register, ensuring accurate itemization and totaling of customer purchases.
- Provided exceptional customer service by resolving issues and promptly addressing inquiries.
- Expertly handled bagging of purchases when required, enhancing customer satisfaction.
- Skillfully managed return transactions, maintaining a smooth and efficient checkout experience.
- Accurately collected payments through various methods including cash, checks, and credit cards, and provided correct change to cash customers. .