



Isuru Senevirathna

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● ABOUT ME

I'm a passionate and driven Web Developer and Freelancer, currently pursuing a Software Engineering degree at the Open University of Sri Lanka. With a strong foundation in modern web technologies and hands-on experience in both frontend and backend development, I specialize in creating dynamic, user-friendly, and high-performance web applications.

● EDUCATION AND TRAINING

22/10/2022 – CURRENT Sri Lanka

BACHELOR OF SOFTWARE ENGINEERING HONOURS The Open University Sri Lanka

Apply knowledge of mathematics, basic sciences and engineering fundamentals to the analysis of complex engineering problems.

Identify, formulate, research literature, conduct investigations and solve complex engineering problems to provide valid conclusions.

Design systems, components or processes that meet specified needs.

Conduct investigations of complex problems using research based knowledge and research methods.

Create, select and apply appropriate techniques, resources, and modern engineering and IT tools to complex engineering activities.

Assess societal, health, safety, legal, cultural and environmental issues related to professional engineering solutions.

Demonstrate broad knowledge of sustainable development concepts and practices required for dealing with contemporary issues related to professional engineering practice.

Demonstrate broad knowledge of ethical responsibilities and professional standards

Demonstrate ability to function effectively as an individual and in multidisciplinary and multi-cultural teams, with the capacity to be a leader or manager as well as an effective team member.

Communicate effectively on complex engineering activities with the engineering community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

Demonstrate broad knowledge of management and business practices, including financial management, risk and change management.

Engage in independent and lifelong learning in the broad context of technological Change

● WORK EXPERIENCE

SEARCH ENGINE OPTIMIZATION ANALYST – OCEANA EXPRESS LLC – 01/04/2023 – 04/05/2024 – SRI LANKA

-Conducted comprehensive keyword research using tools such as Google Keyword Planner, Ahrefs, and SEMrush.

-Identified search trends, user intent, and emerging keyword opportunities to improve organic traffic.

-Created SEO-focused content and optimized blog posts, landing pages, and website copy.

-Performed on-page SEO optimization, including title tags, meta descriptions, headings, internal links, and image alt text.

-Conducted competitor analysis to identify content gaps and ranking opportunities.

JUNIOR SOCIAL MEDIA EXECUTIVE – GLITZ PARK – 06/05/2024 – 31/12/2024

-Created engaging social media posts, graphics, and short-form videos for platforms such as Facebook, Instagram, and TikTok.

-Planned and scheduled content according to monthly content calendars.

-Published and managed content across multiple social media platforms.

-Developed captions, hashtags, and creative concepts to increase reach and engagement.

- Managed paid advertising campaigns using Meta Ads Manager.
- Set campaign objectives, target audiences, budgets, and ad creatives.
- Monitored ad performance and optimized campaigns to improve ROI.
- Analyzed social media insights and prepared performance reports.
- Identified trends and competitor strategies to improve content performance.
- Increased brand awareness, followers, and lead generation through organic and paid strategies.

WEB APPLICATION DEVELOPER – FREELANCER – 01/01/2022 – Current

- Designed and developed responsive websites using modern web technologies.
- Built custom websites and web applications using HTML, CSS, JavaScript, PHP, and related frameworks.
- Created user-friendly interfaces with a focus on performance and mobile responsiveness.
- Implemented on-page SEO and GEO (Generative Engine Optimization) best practices to improve search visibility.
- Configured Google Search Console and submitted XML sitemaps for indexing.
- Set up Google Analytics to track website traffic and user behavior.
- Optimized website speed, Core Web Vitals, and technical SEO elements.
- Deployed websites to hosting platforms
- onfigured domains, DNS records, SSL certificates, and email settings.-
- Performed regular website maintenance, updates, backups, and security monitoring.
- Fixed bugs and implemented new features based on client requirements.
- Ensured cross-browser compatibility and accessibility standards.
- Collaborated with clients to gather requirements and provide technical support.

● **SKILLS**

Technical skills

WEB: Web Designer, Web Developer | Web Technologies: HTML5, CSS3 | Node.js e NPM | Python | NodeJs (ExpressJs) | SQL | Frameworks: Tailwind CSS, TypeScript, React JS, Node JS | Javascript (React.js) | Git/Github, Docker, Gitlab | Version Control (Git) | advanced knowledge of working in cPanel | Windows, Linux, AWS, Azure

● **DIGITAL SKILLS TEST RESULTS**

 Information and data literacy	ADVANCED Level 6 / 6
 Communication and collaboration	ADVANCED Level 6 / 6
 Digital content creation	ADVANCED Level 6 / 6
 Safety	ADVANCED Level 6 / 6
 Problem solving	ADVANCED Level 6 / 6

Results from a [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

● **LANGUAGE SKILLS**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user