

SHIVANTHA RODRIGO

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SUMMARY

A Multimedia, Design and IT professional with over 11 years of industrial experience working in corporate environments as well as additionally having 3+ years of freelance experience. Having extensive knowledge in working with local and international clients, brands, technologies and platforms including being part of many national and international award winning bids by combining my creative and technical knowledge. I have gained the necessary skill set and tools to manage, work with and understand stakeholders to achieve objectives on time and with excellence.

WORK EXPERIENCE

Manager IT & Multimedia for Value Creation Trading LLC – Dubai - Oct 2023 to present

As the Manager IT & Multimedia, I report directly to the CEO and am tasked with the following duties:

- Overseeing all digital and IT implementations for the company
- Management and updating of content on the company website
- Coordinating with agencies and all external parties for marketing related activities
- Overlooking content creation for all social media accounts
- Operating and maintaining all social media networks and advertising
- Overseeing in-house video and photo shoots
- Staying up to date with new multimedia and social media trends
- Providing user behavioral insights for digital content
- Planning out and strategizing all marketing activities and marketing campaigns
- Communicating with internal and external parties
- Overseeing all creatives generated for ATL, BTL and TTL
- Estimate time and resource allocation for deliverables

Multimedia Specialist for A Plus Education Center LLC – Dubai - December 2022 to Oct 2023

As the Multimedia Specialist, I overlook the tasks of one executive and report directly to the senior management and am tasked with the following duties:

- Overlooking content creation for all social media accounts
- Operating and maintaining all social media networks
- Overseeing in-house video and photo shoots
- Staying up to date with new multimedia and social media trends
- Providing user behavioral insights for digital content
- Planning out and strategizing all marketing activities and marketing campaigns
- Communicating with internal and external parties
- Overseeing all creatives generated for ATL, BTL and TTL
- Estimate time and resource allocation for deliverables

Manager – Multimedia & Design for JAT Holdings PLC - July 2016 to Dec 2022

As the Manager of the Multimedia and Design team, I overlooked a team of 4 subordinates which included 3 designers and 1 creative writer, reported directly to the senior management and was tasked with the following duties:

- Overlooking company creative team and overseeing all creatives of the company
- Creation of interactive multimedia presentations
- Development & management of websites
- Creation of digital animations, videos, graphics & audio clips
- Communicating with internal and external parties
- Estimate time and resource allocation for deliverables
- Draft and submit budget proposals for developments
- Delegating tasks to creative subordinates
- Conducting walkthroughs and training sessions
- Staying up to date with new multimedia trends
- Providing user behavioral insights for digital content
- Overseeing in-house video and photo shoots
- Overseeing all creatives generated for ATL, BTL and TTL

Due to my familiarity with the marketing operations of the company, I was asked to fill in for the following vacated roles

- Brand Manager for international brands such as Herman Miller and SEA German Kitchens (2017 – 19)
- Brand Manager for Petal Paint (2017 – 18)
- Events and Sports Sponsorship Coordinator (2017 – 20)

Senior Executive – Multimedia, Design & Web for MCD Lanka (Pvt) Ltd – January 2016 to July 2016

As the Senior Executive – Multimedia, Design & Web, I reported directly to the senior management and was tasked with the following duties:

- Development and maintenance of company website
- Setting up and managing of hosting
- Developing digital animations & videos
- Creating graphics & audio clips
- Developing interactive presentations
- Revising content according to feedback
- Estimate time and resource allocation for deliverables
- Estimating budgets for video and photo shoots
- Mapping out, planning and creating new user experiences

Senior Multimedia, Design & IT Executive for Mirama Holdings (Pvt) Limited – November 2012 to December 2015

As the Senior Multimedia, Design & IT Executive, I reported directly to the senior management and was tasked with:

- Development, management of company website while managing hosting and server side operations
- Development of animations, videos & graphics
- Development of interactive applications and packaging them into sharable media
- Researching and creating compelling user experiences
- Providing cost and time estimates for applications

Freelance Web Developer and Designer – April 2009 to October 2012

I worked as a freelancer specialising in the following while working with many international clients from Europe

- Web design and development
- Creation of motion graphics, animation, audio and graphic
- Creation of interactive applications
- UI / UX design for web and mobile application development

SKILLS AND EXPERTISE

Adobe Creative Cloud (Entire Suite) – Photoshop, Illustrator, After Effects, Premiere Pro, Dreamweaver, InDesign, Lightroom, XD, Audition, Acrobat, InCopy

Photography and Video shooting skills

Programming – VB, C, Java, Action Scripts 2, CSS, HTML, WordPress

Microsoft Office – Word, Excel, PowerPoint, Access, Outlook

ACADEMIC

BSc (Hons) in Computer Science (Second Lower Class) - Coventry University [UK]

International Advanced Diploma in Computing - NCC Education

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Diploma in Digital Marketing & Management - ATHM Qualifications

Diploma in Video Post-Production - Worldview Institute, Pelawatta, Battaramulla, Sri Lanka

Diplomas in Graphic Designing & Hardware Engineering with Networking - Beyond Basics College of Information & Communication Technology, Thalagama, Sri Lanka

Diploma in Web Development - Sri Lanka Institute of Information Technology (Gte) Ltd.

Certificate Course in International Relations - Bandaranaike Centre for International Studies, Sri Lanka

Certificates of qualification for Visual Basic - Bits And Bytes (Pte) Ltd, Battaramulla

AWARDS & ACHIEVEMENTS

2019 – Herman Miller – *Game of Thrones Parody Campaign* - [watch series](#) - **Increasing awareness for the brand, incasing sales by 300% as Brand Manager**

2018 – Recognised as Best in Middle Management by *JAT Holdings PLC*

2017 – Launch of Petal paint – *Award Winning CSR Initiative by JAT Holdings as Brand Manager*

2017 to 2019 – Conceptualising and Execution of Marketing Strategy for *Herman Miller and SEA German Kitchens*

2016 – 2022 – Overseeing the creative execution for *JAT Corporate, White by JAT, Harris, Brush Master, Sayerlack*

2014 – Recognised as Best Performer from the batch of 2014 for *Computer Science from Coventry University [UK]*

2009, 2010 – Runners Up Award at the Best Sri Lankan Website Competition (Government & Sinhala Category) for www.airforce.lk as UI / UX Developer

2008 - First Place – *Best Product Usage [EVGA Computer Mainboards]* – *EVGA 9th Anniversary OnTheTube Contest* [watch video](#)

REFERENCE ON REQUEST