THUSHALI RATHNAYAKE
WEB DEVELOPER

CONTACT

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WEB:
Portfolio

SKILLS

- JAVA
- HTML / HTML5
- jQuery / Bootstrap / CSS
- PHP
- SQL
- WordPress
- Shopify
- Drupal
- JavaScript
- Dreamweaver
- Social Media handling
- SEO
- Problem Solving
- Photoshop
- Digital Marketing

SUMMARY

Experienced E-Commerce Development Manager and Website Developer with a proven track record of 15+ years. Proficient in leading global projects and optimizing websites for enhanced user experiences and SEO. Adept in managing e-commerce platforms like Shopify, WooCommerce, and Magento. Ready to drive online growth as an E-Commerce Manager or Website Developer.

EDUCATION

Cardiff Metropolitan University - UK
Bachelor of Science with First Class Honours in Software Engineering, 2022

Cardiff Metropolitan University - UK
Higher Diploma in Computing & Software Engineering, 2021

Certifications

HRD University | 2023
Certifications: Agile Scrum Foundation

WORK EXPERIENCE

Adventa Holdings (Pvt) Ltd – Web Development Manager
July 2019 - June 2023

- Led a team of developers and designers to design, develop, and maintain responsive websites, aligning them with the company's branding and user experience objectives.
- Ensured website optimization for speed, performance, and security, resulting in improved site performance metrics.
- Collaborated closely with designers and stakeholders to translate creative concepts into functional web applications, delivering innovative solutions.
- Proactively identified and resolved web-related issues, maintaining a seamless online user experience.
- Stayed updated on industry best practices and emerging web technologies, integrating relevant advancements into project workflows.
- Managed and optimized digital advertising campaigns across diverse platforms, including Google Ads and social media advertising, resulting in increased ROI.
- Conducted extensive keyword research and implemented SEO strategies, leading to improved search engine rankings and organic traffic growth.

- Monitored web analytics and generated insightful reports to track digital marketing campaign performance, facilitating data-driven decision-making.
- Collaborated with the marketing team to create and execute effective email marketing campaigns, enhancing customer engagement and retention.
- Successfully managed social media accounts, crafting engaging content, and cultivating a growing online community.

RFR-Group (Dubai) -   Front End Developer
September 2013 - July 2019
- Worked on Front-end development for the web base GreenHR solution & Portal System designed.
- Collaborated with data verifications of ERP and HR projects.
- Provided valuable support by assisting with various administrative tasks as needed, contributing to the smooth functioning of the company.
- Skilled in graphic design and multimedia tools, with expertise in creating engaging Facebook posts and eye-catching banners for effective digital marketing campaigns.

Sri Lanka Tourism Authority - Web Master (Under E-w Information systems Ltd.)
June 2009 - August 2013

- Developed and maintained various web development projects for organizations including Sri Lanka Tourism Development Authority (SLTDA), Sri Lanka Tourism Promotion Bureau (SLTPB), Sri Lanka Institute of Tourism, Hotel Management (SLITHM), and Ministry of Tourism.
- Utilized content management systems (CMS) such as Drupal, Joomla, and WordPress to ensure efficient website management and smooth functionality.
- Implemented improvements to enhance website functionality and user experience.
- Managed teams responsible for content updates, maintenance, and development initiatives.