

# Ashen semithu

## Digital Marketer

I'm a passionate and adaptable digital marketing enthusiast, currently studying at the Sri Lanka Institute of Information Technology. With both academic knowledge and hands-on experience in real campaigns, I enjoy understanding audiences and creating engaging content. I'm excited to bring fresh ideas and grow with a creative marketing team.



### Experiences

#### Digital Marketer, Kandy

NOVEMBER 2024 – PRESENT

Managed the official Facebook page [facebook.com/GPTLK](https://facebook.com/GPTLK) and handled SEO for [www.gptlk.shop](https://www.gptlk.shop) to boost visibility and engagement.

- Developed and managed social media campaigns across Facebook
- Analyzed performance metrics using Google Analytics and Meta Ads Manager to improve campaign ROI.
- Handled website updates and landing pages using WordPress and basic HTML/CSS.

### Education

#### BSc(Hons)in Information Technology at Sri Lanka Institute of Information Technology, Malabe

JUNE 2022 – PRESENT

- Completed coursework in Web Development, Digital Marketing, and Software Engineering.
- Led a team project called "Farmlink" – an Agricultural Marketing System designed to connect farmers and buyers.
- Contributed to the development and marketing of GPT LK, a digital marketing system.
- Successfully launched the platform [www.gptlk.shop](https://www.gptlk.shop) as part of a practical project.

#### St. Sylvester's College

2020

- Successfully passed GCE Advanced Level with 3 passes in the Engineering Technology stream.

### Details

Sri Lanka

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### Links

[Personal Portfolio](#)

### Skills

Node.js

JavaScript

HTML & CSS

Git

Social Media Management

Google Analytics

SEO

React

### Languages

Sinhala

English