

"A Blend of Art & Technology"

PORTFOLIO



Sharika Silva
Digital Marketing Specialist

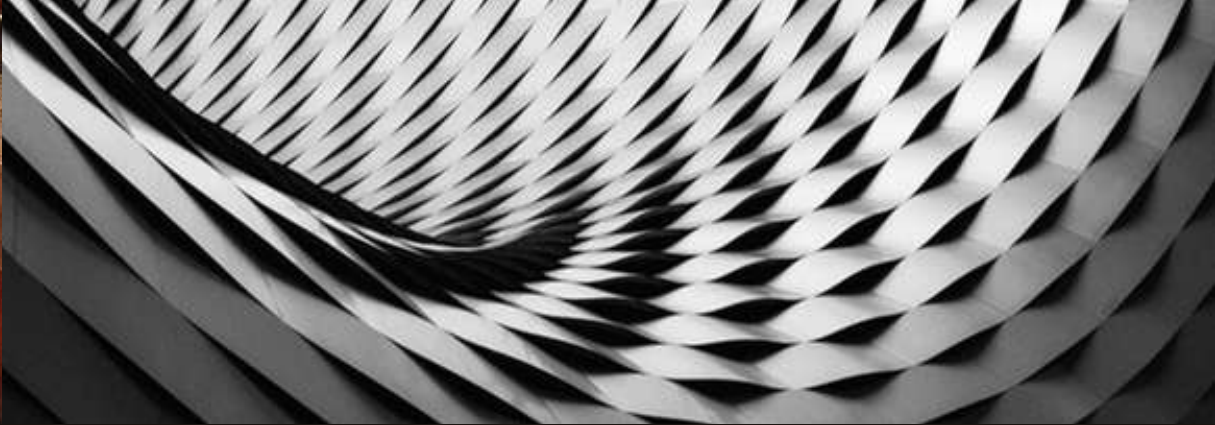


Sharika Silva

Digital Marketing Specialist

RESUME

PERSONAL STATEMENT



*“To inspire growth through
creativity and strategic
communication”*

Hi I'm a dedicated Digital Marketing and Social Media Manager with a proven track record over 5 years of building strong brand presence through strategic content, influencer collaborations, and event-driven campaigns. Known for my reliability, creativity, and results-oriented mindset, I've earned the trust of both clients and employers by consistently delivering high-performing campaigns, resolving challenges with professionalism, and exceeding expectations.

My work has not only driven audience growth but also strengthened long-term client relationships and internal team confidence in my leadership.

A decorative marbled paper pattern with swirling black, gold, and brown tones, visible at the top and bottom of the page.

MISSION

To create meaningful and engaging brand experiences through creativity, thoughtful storytelling, and strategic communication.

VISION

To become a trusted creative professional who helps brands grow, connect with audiences, and stand out in a competitive digital landscape.

VALUES

- *Creativity – Bringing fresh ideas and innovative thinking to every project.*
- *Authenticity – Communicating brands with honesty and genuine storytelling.*
- *Collaboration – Working closely with teams and clients to achieve shared goals.*
- *Growth – Continuously learning, adapting, and improving skills.*
- *Impact – Creating work that delivers real value and meaningful results.*



RESPONSIBILITIES

- *Shaping brand identity through creative content and strategic storytelling.*
- *Managing and growing social media communities across key platforms.*
- *Designing visual and written content that engages audiences and strengthens brand presence.*
- *Developing and Designing websites, web content and optimizing it for search visibility.*
- *Researching market trends and competitor strategies to guide creative direction.*
- *Building partnerships with influencers and collaborators to expand brand reach.*
- *Turning ideas into impactful campaigns that connect brands with their audiences.*

COMPETENCIES

- *Project coordination & campaign management.*
- *Strategic planning & decision-making.*
- *Team collaboration & leadership.*
- *Social media management (Facebook, Instagram, TikTok).*
- *Content creation & copywriting.*
- *Website design and development, content optimization.*
- *Graphic design & video editing.*
- *Influencer collaboration & partnerships.*
- *Prompt Communication & creative thinking.*
- *Problem-solving & adaptability.*
- *Time management & multitasking.*
- *Analytical skills, report writing & data-driven decision making.*
- *Client crisis management.*



COMPLETED PROJECTS

"When life gives you oranges."

RECREATION & HOSPITALITY

Brands Worked With

"I have collaborated with a range of brands, contributing to their digital growth through website design, content creation, social media management, and creative marketing strategies. My work focuses on enhancing brand visibility, engaging audiences, and delivering measurable results across digital platforms"

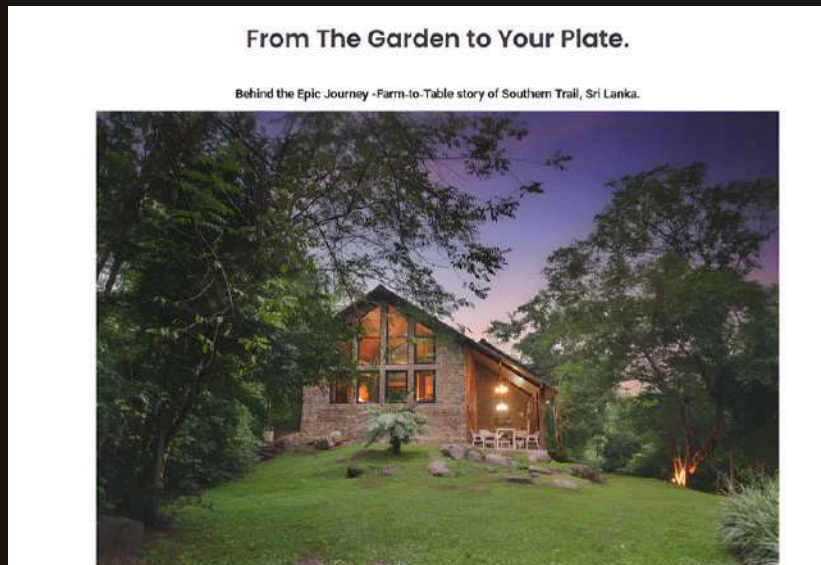


Content Marketing

1. Blog Witing

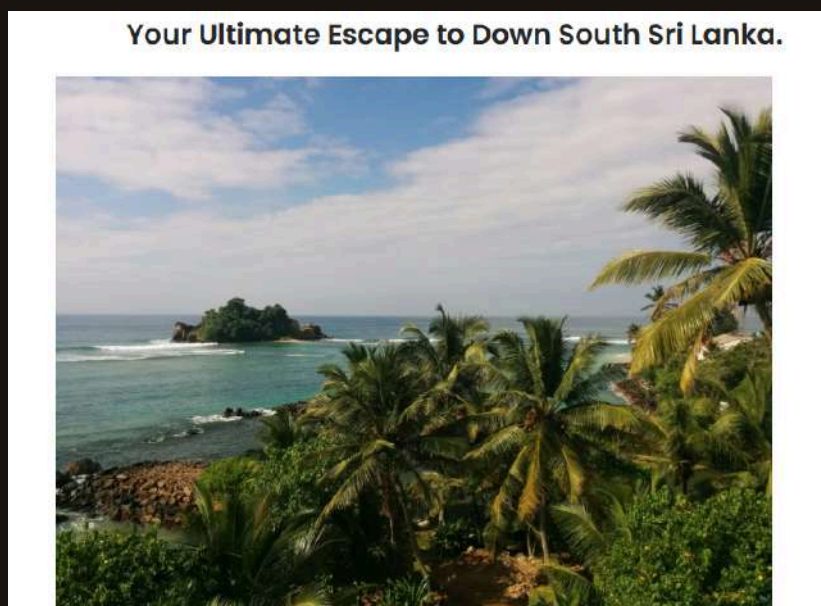
"I create engaging, SEO-friendly blog content that informs, inspires, and connects with readers while supporting brand growth and online visibility. Here is one of the blogs I have written, fully copyrighted and created by me without AI assistance."

[Click here to read the full blog](#)



"I craft compelling, SEO-optimized blog content that engages readers and strengthens brand presence. The following blog is entirely my work, created with AI assistance to enhance quality and efficiency."

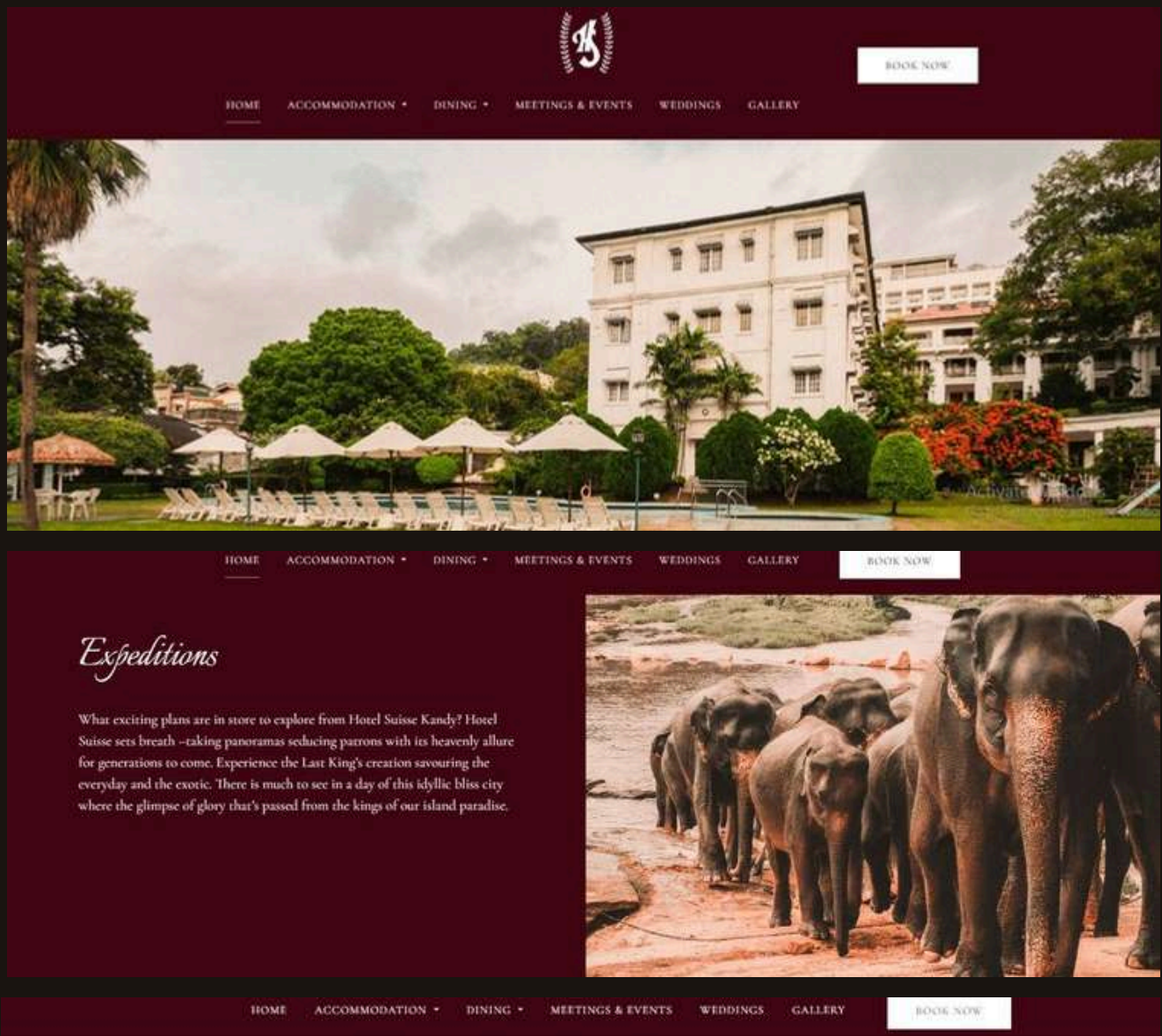
[Click here to read the full blog](#)



Content Marketing

2. Web content writing

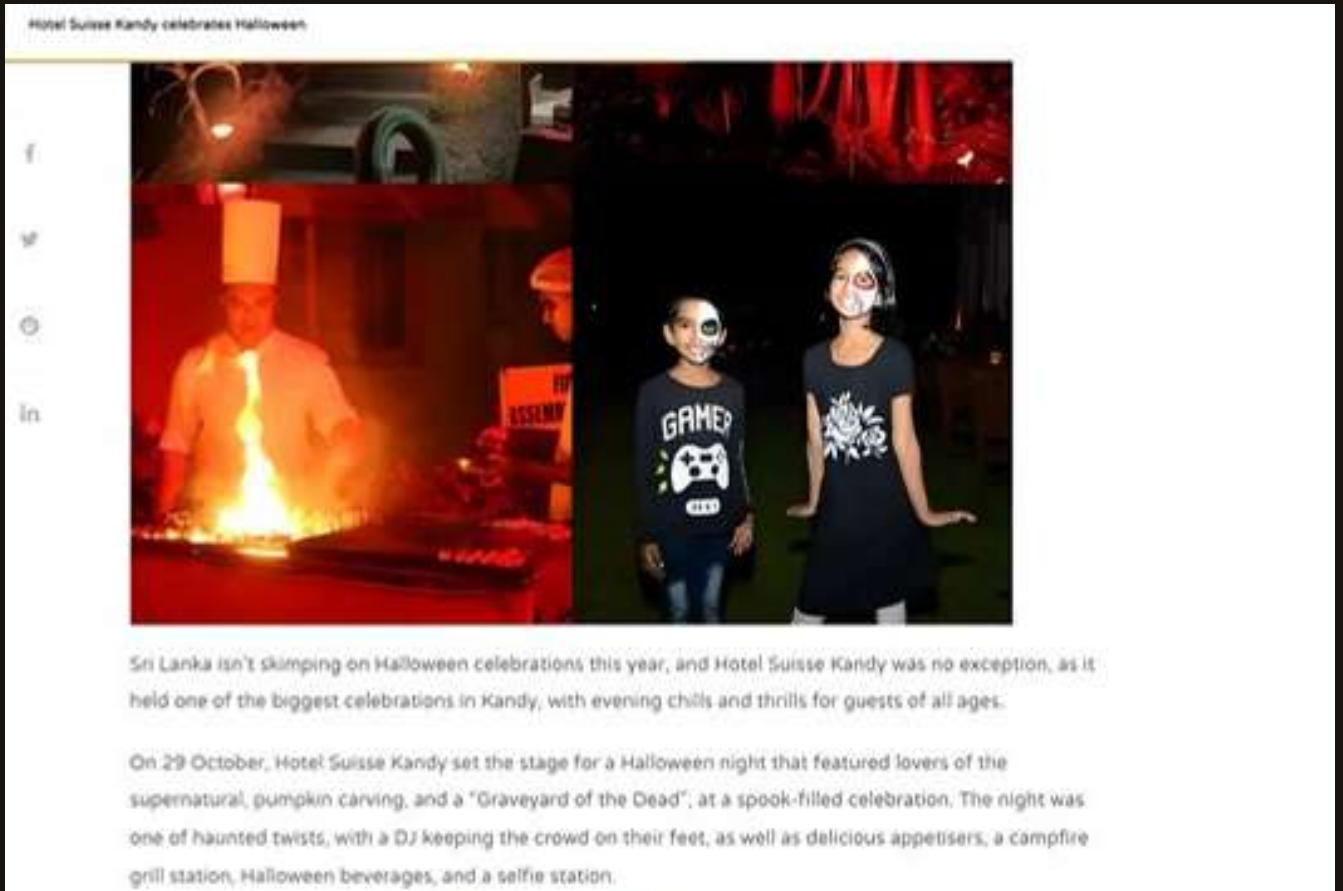
“I was responsible for developing the website architecture, color pallets, fonts and crafting the complete web content for Hotel Suisse Kandy. All written content is my original work and remains under my copyright.”



Content Marketing

3. Press Release

“ I successfully planned and hosted the Halloween Night event at Hotel Suisse Kandy in 2022, driving engagement through strategic social media promotion. Additionally, I crafted and published the event’s press release on www.brunch.lk, amplifying its reach and media presence.”



Content Marketing

4. Newsletters

"I create visually appealing and content-rich newsletters that capture attention and reinforce brand identity. Each newsletter is designed with thoughtful layout, color schemes, and messaging to engage readers and drive meaningful interactions."

[Read the Full Newsletter](#)

Chimneys – Nuwara Eliya Joins Zeneth Collections



We are delighted to welcome Chimneys Nuwara Eliya to the Zeneth Collections family.

Set amidst cypress trees and rose gardens, Chimneys is a serene hill country retreat with crisp mountain air, elegant rooms, and cozy fireplaces. Once a British holiday bungalow and later owned by Sir Solomon Dias Bandaranaike, the property now offers discerning guests a perfect blend of old-world charm and modern comfort.

This partnership reflects a shared vision of providing destinations that offer more than a stay; a true experience of tranquility and lasting memories.

Highlights

- Serene Colonial boutique stay hill country with cypress trees and forest views.
- Elegant rooms with modern comforts and fireplaces.
- Rose gardens, croquet lawn, and quiet reading nooks.
- Library, lounges, and indoor games.
- Close to Nuwara Eliya attractions like Lake Gregory and tea estates.
- Meals on deck overlooking nature and relaxed dining experiences.
- Afternoon High tea

Content Marketing

4. Newsletters

[Read the Full Newsletter](#)

Passion Hills Udawalawe Joins Zeneth Collections



We are delighted to welcome Passion Hills Udawalawe to the Zeneth Collections family.

Nestled in Udawalawe, Passion Hills is a serene retreat centered around a unique rock chalet. Wake up to birdsong, enjoy fresh meals, and reconnect with nature in a space that blends calm, simplicity, and effortless comfort.

This partnership reflects a shared vision of curating destinations that offer more than a stay.

Highlights

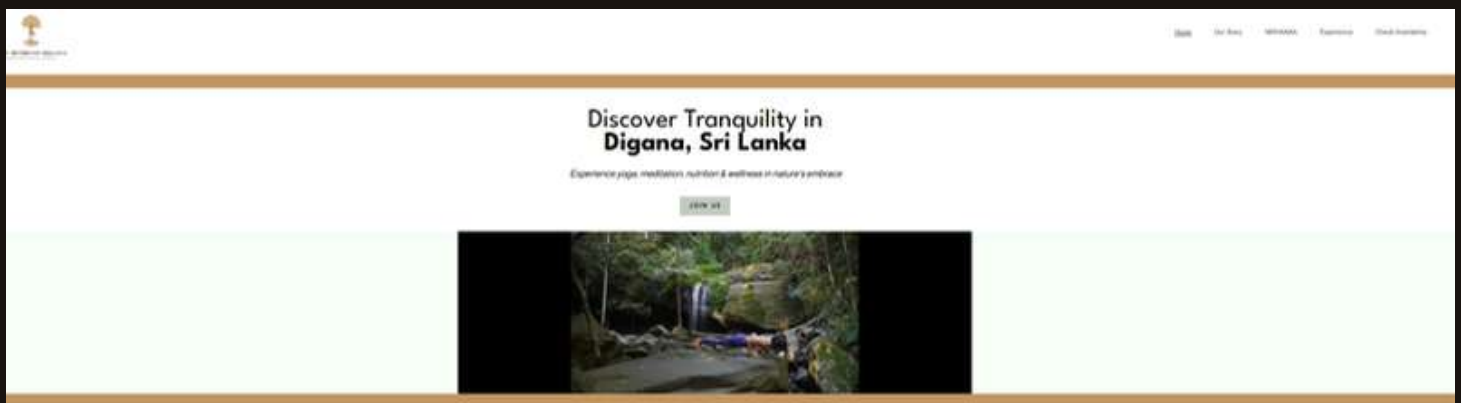
- Rustic Rock Cabin
- Working Fruit Plantation
- Organic farm grown meals
- Outdoor activities within the property
- Meditation, Yoga, options/locations
- Natural Swimming pool

Website Development & Design

1. Independently created and launched the website for The Retreat Digana, managing the entire development process from concept to publication.

- Key responsibilities included:
- Website planning and site architecture
- Web content writing with SEO-focused descriptions
- Domain name purchasing and configuration
- DNS setup and domain connection
- Page design and layout creation
- Image and media optimization
- Mobile responsiveness and usability
- On-page SEO implementation
- Website publishing and testing

[Visit the website](#)



Design & Creative Work

1. Graphic Designing

"I create visually compelling designs that communicate brand stories effectively. From graphics and logos to web visuals and social media content, my work blends creativity with purpose to engage audiences and enhance brand identity. Here are some of my graphic designs for the brands I have worked with."



1. Graphic Designing



VALID TILL 31ST AUGUST

BUY 3 ROOMS & PAY FOR 2 ROOMS
Mid Year Offer

EIKHO
SARAB & TISSA

LKR 15,000 DOUBLE
ON
BED & BREAKFAST BASIS

TERMS & CONDITIONS APPLY | CONTACT
+94 91 228 3294 | +94 91 228 3294
+94 91 228 3294 | +94 91 228 3294

Wedding Bells

with Seasonal Style



A Wedding venue to celebrate your love in elegant style!

Hotel Kabalana
AHANGAMA - SRI LANKA

We've got your dream venue, event, and package all wrapped up in one with an exquisite Kingdom of Egypt

Visit us and reserve your Wedding Date from 1st May - 25th June 2021 and avail
FREE Location Beach Wedding Pre Shoot OR
FREE Banquet Hall above 150 pax

RESERVATIONS : +94 76 360 1236 | +94 91 228 3294



Merry & Bright
CHRISTMAS EVE AT
ME COLOMBO

"Enjoy Our Exclusive Christmas Dinner Buffet & Christmas Hampers with Love & Hugs for Every Guests"

On 24th Dec 2022
At 7pm to 10pm

Call Us for Reservations on
011-765-4321 | +94 71 213 4444



Seas the Day
at HOTEL KABALANA

Family Day Outing Offer!
LKR 3500 PP

Tropical Island Welcome Drink | Pool Access |
Sumptuous Lunch Set Menu | Evening Tea / Coffee with Sweets |
Direct Beach Access | Free Changing room above 10 pax

RESERVATIONS : +94 76 360 1236 | +94 91 228 3294

Sun Kissed Holiday!



HOTEL KABALANA

Tropical Beach Getaway!
for
All Tropical Island Ladies
LKR 3000 pp

Tropical Island Welcome Drink | Pool Access | Sumptuous Lunch Set Menu | Evening Tea / Coffee with Sweets | Direct Beach Access |
Free round of mocktail by the pool

FREE CHANGING ROOM & A KARAOKE SESSION FOR PAX ABOVE 20
50% OFF FROM ARDRA SPA TREATMENT

For Reservations Call 076 360 1236 | 091 228 3294
Ahangama, Sri Lanka

A Holiday of Lifetime
Inviting you to have a wonderful and truly memorable staycation!



Hotel Kabalana
AHANGAMA - SRI LANKA

40% OFF

Experience the ultimate holiday getaway at Hotel Kabalana, where you'll be surrounded by pristine beach and crystal-clear waters. We offer personalized service, exclusive amenities, and unforgettable experiences all set against the stunning backdrop of the Indian Ocean.

LKR 23,400
HALF BOARD
DOUBLE OCCUPANCY

LKR 35,400
HALF BOARD
TRIPLE OCCUPANCY

Offer valid till 31st May 2023
RESERVATIONS : +94 76 360 1236 | +94 91 228 3294

JOIN US FOR A

VIBRANT LANTERN NIGHT FESTIVAL

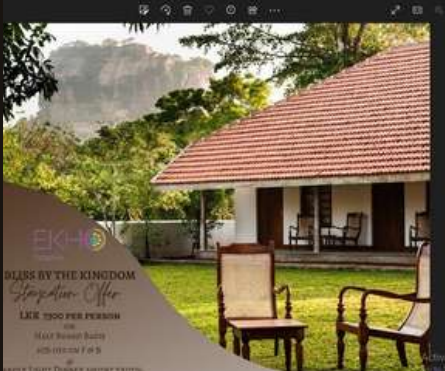


Enjoy the Magic & the Light
at Hotel Kabalana
on 8th May 2023
from 6.30pm onwards

Bhaathi Gertha | Vesak Drama | Ice Cream Dessert |
Vesak Lantern Display | Free Snacks for the Day
Decorate your own Lantern and Win Amazing Gifts!

Entrance LKR 1000 for Two

RESERVATIONS : +94 76 360 1236 | +94 91 228 3294



EIKHO
SARAB & TISSA

By the Kingdom
Relaxation Offer
LKR 1500 PER PERSON

Max Room 200
400-1000 Pax
Sample Light Dinner with Youth
Natural Setting

JOIN

Party Waves

AHANGAMA - SRI LANKA



DELUXE ROOM ONLY
USD 60
SINGLE OCCUPANCY

DELUXE ROOM
BED & BREAKFAST
USD 65
SINGLE OCCUPANCY

DELUXE ROOM ONLY
USD 60
DOUBLE OCCUPANCY

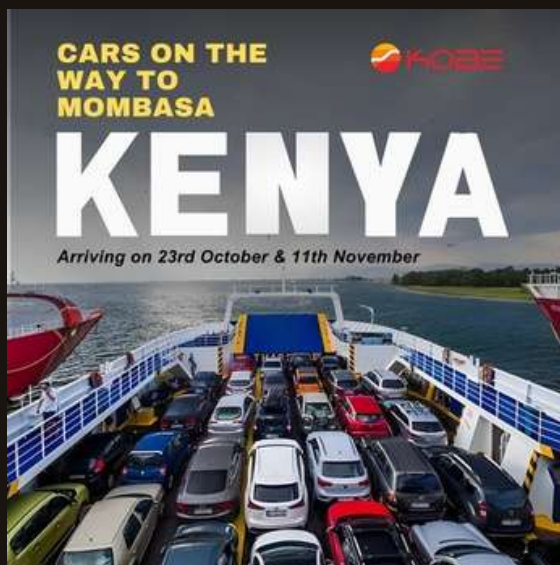
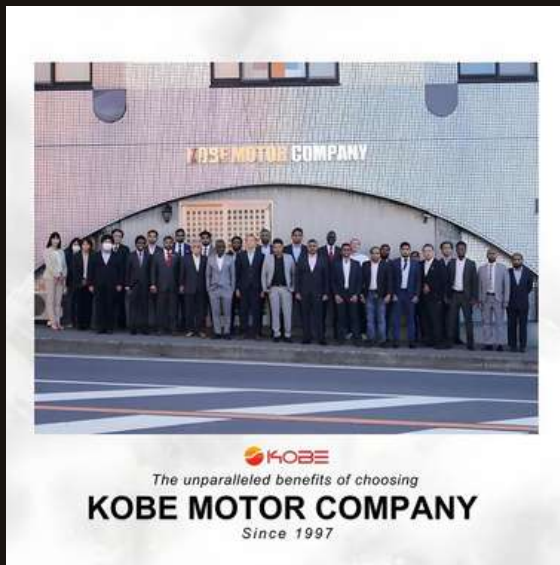
DELUXE ROOM
BED & BREAKFAST
USD 65
DOUBLE OCCUPANCY

BOOK NOW!

Your surf package for an unforgettable surf holiday where
Hotel Kabalana
offers a perfect beach holiday with tropical palms overhead and waves breaking just meters away!

RESERVATIONS : +94 76 360 1236 | +94 91 228 3294

1. Graphic Designing



1. Graphic Designing



HOT SUMMER DEALS

TUNE FOR WEEKLY DEALS

KOBE

A promotional banner for Kobe Motor featuring a red and yellow background with a flame graphic. It displays several cars in a row and a tag that says 'TUNE FOR WEEKLY DEALS'. The Kobe Motor logo is at the bottom.



FEATURING
2004 TOYOTA CROWN ATHLETE

BEST PRICE
\$2,800
~~\$3,393~~
C&F TANZANIA

WWW.KOBEMOTOR.COM

KOBE

A promotional banner for Kobe Motor featuring a white 2004 Toyota Crown Athlete. Four men are standing behind the car. A red circle highlights the best price of \$2,800, crossed out from \$3,393. The Kobe Motor logo and website are at the bottom.



KOBE

**COMMANDING EVERY LANDSCAPE
FROM TRAILS TO CITY ESCAPES**

It's your time to own your favourite Japanese SUV
2006 MITSUBISHI OUTLANDER G

Best Price
\$3400
~~\$3699~~
C&F
Dar Es Salaam

Inspection fee is added based on the country's import regulations.

WWW.KOBEMOTOR.COM **BUY NOW** info@kobemotor.com

A promotional banner for Kobe Motor featuring a silver 2006 Mitsubishi Outlander G. The text highlights the best price of \$3400, crossed out from \$3699. The Kobe Motor logo and website are at the bottom.



Observing Japan's Golden Week Holiday!

Dear Kobe Motor Company Customer!

We extend our sincere gratitude for your continuous support.

Please be advised that Japan will observe the Golden Week holiday from April 28th to May 6th, with normal operations resuming on May 7th.

During this period, Kobe Motor will remain OPEN to accept your orders.

Kindly note that all pending payments must be settled before April 27th to ensure timely surrenders/release of vehicles, dispatch of documents and timely shipments of your cars. Failure to do so may result in delays.

Thank you sincerely for your continued support.

Best Regards,
Kobe Motor Team

KOBE
www.kobemotor.com

A promotional banner for Kobe Motor featuring a woman in a kimono. The text announces the observation of Japan's Golden Week holiday from April 28th to May 6th. The Kobe Motor logo and website are at the bottom.



GIVEAWAY TIME

WIN

NISSAN NOTE RIDER 2013 EDITION

KOBE

VISIT OUR KOBE MOTOR STALL
AT SABA SABA 2024 TODAY!

A promotional banner for Kobe Motor featuring a blue Nissan Note Rider 2013 Edition. A woman is shown holding a large red bow. The Kobe Motor logo and website are at the bottom.



KOBE
JDM SELECTIONS

Pure Roadster. Pure Thrill

2000 HONDA S2000 BASEGRADE

Vehicle Price
\$21,300
USA
(C&F)

Specifications

- Passenger Seat Airbag
- Drive System 2WD
- Seating Capacity 2
- Color Black
- Mileage 62130 miles

BOOK TODAY

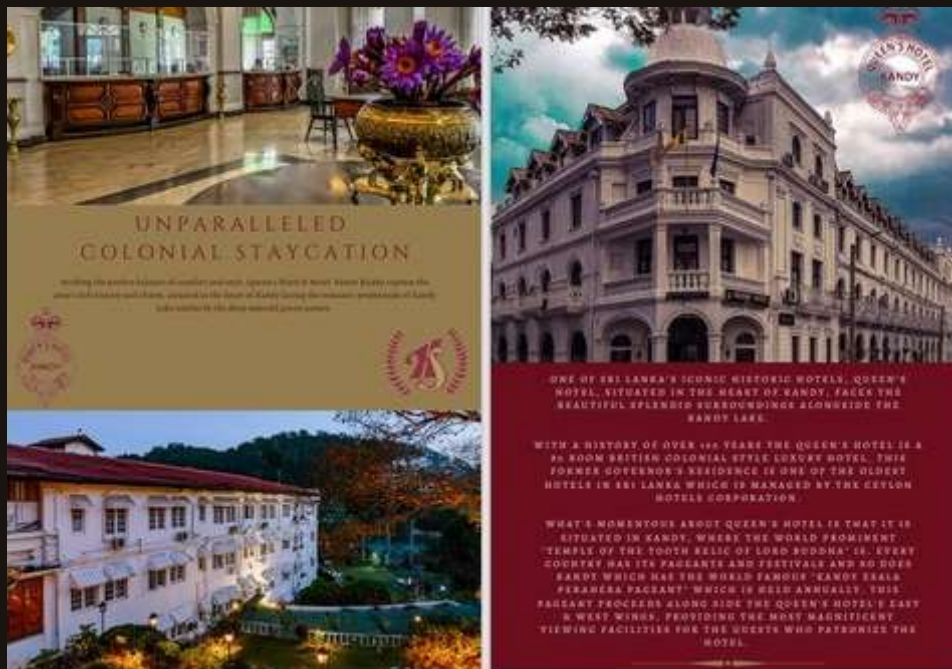
+81 70-8927-7589
jdm@kobemotor.com
www.kobemotor.com
Kobe Motor JDM
Yokohama, Kanagawa, Japan

A promotional banner for Kobe Motor featuring a black 2000 Honda S2000 Basegrade. The text highlights the vehicle price of \$21,300, crossed out from \$21,300. The Kobe Motor logo and website are at the bottom.

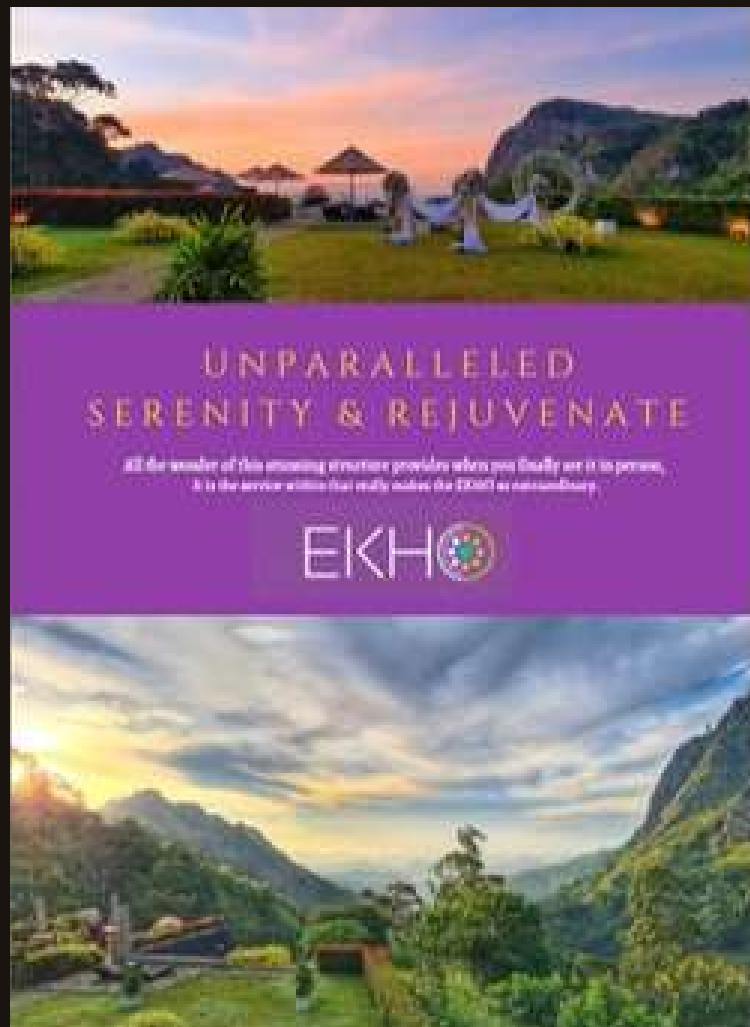
Design & Creative Work

2. Brochure Design

"I design visually appealing brochures that effectively communicate brand messages and engage the target audience. Here are some of my completed brochure designs for the brands I have worked with."



2. Brochure Design




**SOAKING UP THAT VITAMIN SEA
EKHO SURF BENTOTA**

Sea, Sand & Ekho? Surf. Your gateway to the quintessential beach getaway. In Ekho? Surf, you are surrounded by a tropical Sri Lankan beach experience. Located on a kilometers stretch of soft sand, surrounded by the biggest stretch of beach on the south west coast of Sri Lanka, edged by the Indian Ocean. Ekho? Surf brings together golden sands, soft sand and a sprawling lawn with well-appointed rooms and the brightest of sunset, encompassing a truly authentic tropical escape.

Room	Rates per Single Room per night Full Board Rate	Rates per Double Room per night Full Board Rate	Rates per Triple Room per night Full Board Rate
Ekho? Surf, Bentota	US\$ 23,000	US\$ 22,000	US\$ 27,000

EKHO



**TAKING THE WALK ON THE WILD SIDE
EKHO SAFARI - TISSA**

A mesmerizing water-front retreat. Ekho? Safari occupies a prime position in Tissamaharama. Surrounded by the serene "Tissa Water" providing undisturbed views of the Lake.

Room	Rates per Single Room per night Full Board Rate	Rates per Double Room per night Full Board Rate	Rates per Triple Room per night Full Board Rate
Ekho? Safari - Tissa	US\$ 35,000	US\$ 35,000	US\$ 37,000

EKHO



**LIVE, LOVE, BOAT, LAKE
EKHO LAKE HOUSE - POLONNARUWA**

Polonnaruwa is a coastal location for British Government Agents, the UN Polonnaruwa River House and more the Queen of England's holiday destination in the past's, has now been moved and renamed as Ekho? Lake House, Polonnaruwa.

Ekho? Lake House overlooks the government Sea of Polonnaruwa River and offers magnificent views of the historic center of Polonnaruwa's UNESCO World Heritage site of King's Palace.

Room	Rates per Single Room per night Full Board Rate	Rates per Double Room per night Full Board Rate	Rates per Triple Room per night Full Board Rate
Ekho? Lake House	US\$ 32,000	US\$ 30,000	US\$ 33,000

EKHO

Design & Creative Work

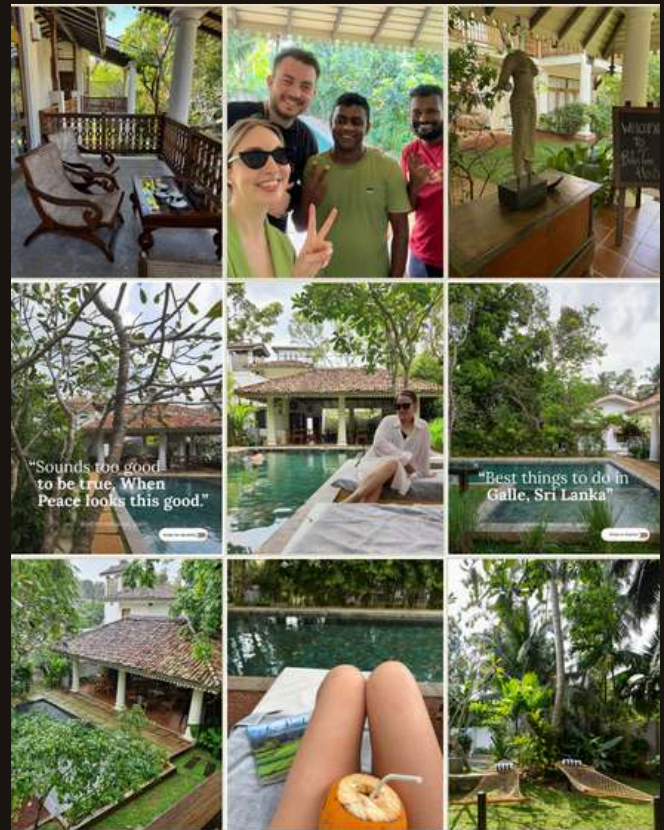
3. Instagram Grid View Design

"I design cohesive and visually striking Instagram grids that reflect brand identity and engage audiences. My work focuses on creative direction, choosing the right colors, tones, and themes to tell a compelling brand story. Here are some of my completed grid designs for the brands I have worked with."

@villa46_hikkaduwa



@bilintreehouse_galle



Design & Creative Work

3. Instagram Grid View Design

@greencasa_galle



@bilintreehouse_galle



@passionhills_udawalawe



@villa46_hikkaduwa



Social Media Performance

"I track and analyze social media performance to measure engagement, reach, and growth. By monitoring key metrics and insights, I optimize content, campaigns, and strategies to maximize brand impact and audience interaction."

1. Villa 46 - Hikkaduwa



[Villa 46 - Hikkaduwa - Read the Full Report](#)

2. Bilin Treehouse - Galle



[Bilin Tree House - Galle - Read the Full Report](#)

3. Green Casa - Galle



[Green Casa - Galle - Read the Full Report](#)

4. Passion Hills - Udawalawe



[Passion Hills - Udawalawe - Read the Full Report](#)

LinkedIn Recommendations



Ken Aoki · 1st

Head of Marketing | SEO | Digital Marketing | Project Management

February 12, 2025, Ken managed Sharika directly

I highly recommend Sharika if you're looking for a skilled social media manager. Her strategies, creative insights, and attention to detail were top-notch. She understands the importance of maintaining brand consistency—especially for a company with nearly three decades in business—and effectively managed multiple social media channels, including Instagram, Facebook, and TikTok, across different countries and accounts. Her professionalism, dedication, and expertise truly stand out.



Neesha Fernando · 1st

December 23, 2024, Neesha was Sharika's client

👁 All LinkedIn members

I had the pleasure of working with Sharika Silva on my hotel marketing assignment, and I couldn't be more satisfied with her assistance. She demonstrated exceptional expertise in the hospitality industry, providing valuable insights on market segmentation, digital marketing strategies, and brand positioning.

Her attention to detail and deep understanding of guest experience and loyalty programs were evident throughout our collaboration. She also helped me structure my assignment in a way that made it clear, engaging, and aligned with current market trends.

Not only was she professional and knowledgeable, but she was also approachable and supportive, making the process smooth and enjoyable. I highly recommend her services to anyone needing expert marketing advice or support!



Anushi Udalamatta · 1st

Manager - Group Human Resources at Ceylon Hotels Corporation PLC / Visiting Lecturer / Certified Trainer

November 23, 2023, Anushi worked with Sharika on the same team

👁 All LinkedIn members

Sharika is a very talented employee who works with me at EKHO Hotels & Resorts, Kandy Queens and Suisse Hotels. What a wonderful ideas she has... Sharika was really good at digital marketing and branding. I can recommend her talent in digital marketing because it was the best thing I have seen in her. Not only that, but she's a very committed and hardworking employee. Sharika has a very deep knowledge of all digital marketing platforms, and I think this will be a great benefit for any employer she chooses.

I wish Sharika all the very best in her future endeavors.



Chandri Nakkawita · 1st

Founder of Travelmom.lk - A Family Travel Influencer, Digital Content Creator, Passionate Traveler, Inbound Travel Planner, Creative Video creator for resort promotions

September 1, 2023, Chandri was Sharika's client

👁 All LinkedIn members

I had the pleasure of working with Sharika on upgrading my media kit and profile. She has a very professional approach to work, great work ethics, and prompt response.

Sharika is a highly skilled and experienced social media manager with a proven track record of success. She has a deep understanding of the social media landscape and how to use it to reach target audiences. She is also a creative and innovative thinker who is always coming up with new ideas to engage and grow followers.

In addition to her social media skills, Sharika is also an expert in digital marketing and graphic design. She has a keen eye for detail and is always willing to go the extra mile to produce high-quality work.

I have no doubt that Sharika would be an asset to any team. She is a highly skilled and experienced social media manager with a proven track record of success.



Kithmini Alwis · 1st

Business Storytelling Strategist | Strategic Communication Designer | Transforming Presentations & Visual Content into Business Impact

November 10, 2022, Sharika was senior to Kithmini but didn't manage Kithmini directly

👁 All LinkedIn members

It was indeed a great pleasure to connect with Sharika through LinkedIn.

I was searching for the hotel where I had childhood memories. But I couldn't find it by the previous name. But thank you for the digital marketing storytelling, I saw familiar images (old version photos) on one hotel FB page. But now it has changed. It has nicely brought down old images of the hotel and gives value to the hotel and old memories.

There can be hotel management changes and hotel design changes.
But the marketing team can create different attractive stories from old memories.

Thanks to LinkedIn, I connected with Sharika.
Then only I knew, Sharika is the person behind that successful digital marketing project. Great job.

All the best for your future.



Sharika Silva

Digital Marketing Specialist

Let's Work Together!

*I'm always excited to collaborate on creative projects that build brands,
engage audiences, and make an impact.*

Get in Touch.

Let's create something amazing together!

✉ jeewathmasharika@gmail.com

📍 Colombo, Sri Lanka

🌐 www.linkedin.com/in/sharika-silva

☎ +94 761014602