

ADITHA DINUJA SERASINGHE

Front End Developer — SEO Specialist — Graphic Designer

+94 718 896 042 hello@aditha.lk linkedin.com/in/adserasinghe Weligama, Sri Lanka

PROFESSIONAL SUMMARY

Front End Developer and Digital Marketing Professional with 2+ years of experience in graphic design, web development, and SEO. Proven expertise in frontend technologies, content creation, and social media management. National Diploma holder in ICT with strong proficiency in modern web development frameworks, SEO tools (Ahrefs, SEMrush, HubSpot), and AWS cloud services. Passionate about leveraging technology to create innovative digital solutions and drive online engagement.

TECHNICAL SKILLS

Web Development: HTML5, CSS3, JavaScript, Frontend Development, Responsive Design, Full Stack Development

SEO & Marketing: SEMrush, Ahrefs, HubSpot, Search Engine Optimization, Content Strategy

Design Tools: Adobe Creative Suite, Graphic Design, UI/UX Design, Brand Identity

Cloud & Tools: AWS Storage, Version Control, Data Visualization

Soft Skills: Project Management, Social Media Strategy, Content Creation, Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Social Media Executive & Graphic Designer June 2025 – Present

U Link Computer Systems

Matara, Sri Lanka

- Develop and execute comprehensive social media strategies, increasing brand engagement and online visibility
- Design compelling visual content and marketing materials aligned with brand guidelines
- Analyze social media metrics to optimize content performance and drive user engagement
- Collaborate with cross-functional teams to deliver integrated marketing campaigns

Frontend Web Developer

September 2024 – March 2025

NIMITZ WORLD WIDE

Matara, Sri Lanka

- Developed responsive and user-friendly web interfaces using modern frontend technologies
- Implemented SEO best practices to improve website visibility and organic search rankings
- Optimized website performance, reducing load times and enhancing user experience
- Collaborated with backend developers to integrate APIs and deliver seamless functionality

Founder & Designer

June 2020 – Present

Aditha Creation

Weligama, Sri Lanka

- Founded and managed successful design business, serving 50+ clients across various industries
- Delivered end-to-end branding solutions including logo design, brand identity, and marketing collateral
- Managed project timelines, client communications, and quality assurance independently
- Built strong client relationships resulting in 85% repeat business and referrals

Freelance Graphic Designer

July 2020 – Present

Self-Employed

Weligama, Sri Lanka

- Designed custom graphics, websites, and digital content for diverse client portfolio
- Applied SEO strategies using Ahrefs and SEMrush to enhance client digital presence
- Maintained consistent workflow managing multiple projects simultaneously with 100% on-time delivery

EDUCATION

National Diploma in Information & Communication Technology

February 2023 – August 2024

Department of Technical Education & Training, Sri Lanka

Specialization: Information Technology

O/L & A/L Education

February 2008 – January 2021

MR/Siddhartha College, Weligama

CERTIFICATIONS & TRAINING

AWS Educate Getting Started with Storage

- Getting Started with Semrush

Explore Fundamentals of Data Visualization

- The Origins I: HTML