

THILINI  
PABASARA  
SENIOR WEB/DIGITAL DEVELOPER  
Q BATTARAMULLA, SRI LANKA

EDUCATION

University of Westminster, UK  
2018 - 2023

BEng (Hons) in Software Engineering,  
First Honors

Anula Vidyalaya Nugegoda, Sri Lanka  
2009 - 2017

GCE O/L & GCE A/L in Commerce Stream

SKILLS

Responsive Web Design  
WordPress Development  
Content Management System (CMS)  
Version Control  
Database Management  
Performance Optimization  
Security Best Practices  
Search Engine Optimization (SEO)  
Search Engine Marketing (SEM)  
Pay-Per-Click (PPC) Advertising  
Social Media Marketing (SMM)  
Social Media Management  
Email Marketing  
Problem-Solving  
Collaboration and Teamwork  
Communication Skills  
Attention to Detail

TOOLS & PLATFORMS

WordPress  
Elementor, WP Bakery, Gutenberg  
Advanced Custom Fields (ACF)  
cPanel, Plesk  
WooCommerce  
Visual Studio Code  
Git  
Google Ads, Facebook Ads Manager  
Google Analytics, Google Tag Manager  
Google Search Console  
Facebook Business Suite  
Adobe Photoshop, Illustrator  
Adobe XD, Figma  
SEMrush  
Microsoft Clarity  
SendGrid  
HubSpot

PORTFOLIO

[thilini.dezign24x7.com](http://thilini.dezign24x7.com)

CONTACT

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[facebook.com/pabasara98](https://www.facebook.com/pabasara98)

REFERENCES

Available upon request.

WORK

Freelance Digital Marketing & Web Development  
Specialist

Freelancer.com & Dezign24x7 • Mar 2024 - Present

- Provided digital marketing and web development services, creating responsive websites, managing SEO tasks, and delivering tailored digital solutions to enhance clients' online presence.
- Designed high-impact marketing materials, including presentations, promotional graphics, and website assets, ensuring alignment with clients' brand guidelines and business objectives.

Senior WordPress/Digital Developer

MiHCM Solutions Pvt Ltd, Nawala, Sri Lanka • Oct 2022 - Mar 2024

- Developed and maintained all company websites using HTML, CSS, JavaScript, WordPress, and PHP, ensuring responsive and user-friendly designs that aligned with the company's brand and objectives.
- Collaborated with designers to translate wireframes into functional, cross-platform web pages, while managing back-end infrastructure (API integration, updates, security) to maintain performance and functionality.
- Led digital marketing efforts, including content calendar management, social media monitoring, and optimizing campaigns on Google Ads and Facebook Ads, while managing Google Business Profiles to boost local visibility and search rankings.
- Implemented and analyzed SEO strategies, using tools like Google Analytics and Microsoft Clarity, providing recommendations to improve online visibility, user engagement, and conversion rates.
- Resolved technical issues promptly to minimize downtime and ensure seamless user experiences across all digital platforms.

Junior Web/Graphic Designer

MiHCM Solutions Pvt Ltd, Nawala, Sri Lanka • Oct 2018 - Oct 2022

(Mandatory 4-year internship under a university-company scholarship agreement while pursuing studies.)

- Assisted in developing and maintaining company websites using HTML, CSS, JS, PHP and WordPress, ensuring responsive and visually appealing designs.
- Supported senior developers by implementing front-end designs from wireframes and mockups, ensuring consistent user experiences across digital platforms.
- Created visual content for digital marketing campaigns, including social media graphics and promotional materials, in line with brand guidelines.
- Contributed to SEO efforts through keyword research, on-page optimization, and monitored social media channels to support overall digital marketing strategies.

RECOGNITION + CERTIFICATIONS

Google Certified Advertiser

2024 - 2025

Google Ads Search, Google Ads Display, Google Analytics, Foundations of AI-Powered Search Ads for Strategists

<https://skillshop.credential.net/profile/thilinpabasara657908/wallet>

Preferred Freelancer

2024

'Verified Preferred Freelancer' on Freelancer.com, recognized for delivering high-quality work and maintaining top client satisfaction.

Alert Safety App

2022

Awarded 2nd Runner-Up at Hack Like a Girl 2022 by SLASSCOM for developing a group software solution focused on girls' safety.