

Contact

www.linkedin.com/in/devika-profile
(LinkedIn)

Top Skills

Organic marketing
Google Search Console
Web Content Management

Honors-Awards

Employee of the month
Design Honors Team
Best Portfolio
Deans List
Deans list

Devika Rajapakse

Conceptual Brand Development Specialist, Web Content Writer
Fort Lauderdale, Florida, United States

Summary

I am a Web Content Writer/Editor responsible for writing informative, accurate and SEO friendly copy to improve product and brand visibility. Areas of expertise include content management, search engine optimization, product user research, and collaborating with buyers and vendors.

Additional experience - master's degree in conceptual brand development, bachelor's degree in graphic design. Work experience includes working as a creative director, art director, graphic designer, UI/UX researcher, and package designer.

Strengths:

Data and product research
Web content writing and editing
UI User research
Developing brand personas
SEO development / Keywords
Organic marketing
Print/Production/Prepress
Typography
Conceptual brand development and strategy, Communication, analytical, and leadership skills

Technical Skills

Syndigo
Magento
Adobe Photoshop, Adobe Illustrator, Adobe Indesign
Microsoft word

Experience

BrandsMart USA
Web Content Specialist/Writer
July 2022 - Present (3 years 11 months)

Fort Lauderdale, Florida

Writing informative, accurate, persuasive, and compelling copy aimed at increasing sales, educating and engaging the consumer.

- Product research / Grammar and punctuation
- Understanding target audiences and developing personas
- Oversee the creation, editing,, and publication of quality digital content, ensuring consistency in voice, tone, and style across diverse platforms
- Adherence to SEO friendly content and Keywords across all global sites
- Collaborate with buyers and vendors to enhance the user experience through optimal content presentation and navigation
- Making sure that all products include: product description, product specifications(shipping and item weight, height and depth, etc).
- Researching a specific product's competitors and audience
- Excellent editing and proofreading abilities
- Strong skills in web content writing, editing and content strategy
- Experience conducting thorough research and developing content plans
- Ability to work effectively in a collaborative, fast paced team environment

Seedling Advertising and Marketing, Inc

Creative Director / Conceptual Brand Development Specialist

October 2019 - December 2022 (3 years 3 months)

Fort Lauderdale, Florida.

My goal is to establish the authenticity and solidity of your brand promise, increase brand awareness, accelerate product recognition, and win the trust and loyalty of your target audience across a specific demographic.

- Successfully developed marketing strategies and content management for retailers, and businesses
- Responsible for developing and implementing Omni Channel Marketing strategies by using cross-channel content to provide an integrated and seamless customer experience. A 30% increase in web traffic and sales
- Developed consumer personas, values, mindset, attitudes, and behaviors, verticals across standard products and its counterpart, and the study and research of a customer journey to increase product performance, user satisfaction
- Identified target audience related to a specific demographic
- Developed digital marketing campaigns, SEO management, web design and development
- Editing, proofreading, and reviewing contents and ensuring they meet company standards

- Package design (templates/die cutting, vector renderings, assembling prototypes, and labeling)
- Created indoor/outdoor signage
- Conceptual brand development, brand identity, marketing strategy and campaigns, digital marketing (social media, direct mail, etc), eCommerce and B2B marketing, content management, etc.
- . Organic marketing/google advertising

Adinlay

Creative Director

January 2019 - December 2019 (1 year)

Aventura, Florida.

Mobile application-based company with a net worth of one million

- Developed and executed brand communication strategy
- Grew customer base by over 80% and increased revenue by 90% by creating and implementing new marketing campaigns
- Increased lead generation by 100% through branding, and online marketing campaigns
- Managed all aspects of campaign design, organic marketing, social media, marketing campaigns, and strategies increasing lead generation by a 150%
- Developed digital marketing and social media campaigns, content marketing

Michael-Ann Russell Jewish Community Center

Lead Graphic Designer

May 2018 - December 2018 (8 months)

North Miami Beach, Florida.

Developed, Designed and Created Branding Style Guide

- Developed signage displays, and the brand guidelines manual to maintain brand consistency and standards throughout all marketing and advertising media
- Coordinated, created, and scheduled content design and periodic updates to the company website
- Presenting ideas and final deliverables to internal teams and communicating with team leaders
- Collaborated in the design process by offering multiple solutions in conceptual models, and promotional materials (flyers, catalogs, posters, brochures, magazines layouts, and editorial design)

Citrix

Visual Designer | UX/UI Researcher

April 2017 - May 2018 (1 year 2 months)

Miami/Fort Lauderdale Area

- Qualitative research: (target audience interviews focus groups and ethnographic field research on values, mindset, attitudes, and behaviors, across standard products and their counterpart and consumer personas)
- Quantitative research: testing collected data (surveys, benchmarking, user behavior, motivation and studying personas, etc.)
- Web design updates, online banners, infographics, technical illustrations, web banners, PP presentations, storyboards

Solaris Mood Event Decor/ Dragon Frontboards

Creative Lead Designer/Web Designer

December 2012 - April 2017 (4 years 5 months)

Miami/Fort Lauderdale Area

Worked as a creative lead and web designer for three eCommerce companies (Dragon Frontboards, Inc, Solaris Mood, Inc, and Shop Event Décor, Inc with a net worth of \$300,000

- Developed overall marketing strategy and achieved profit margins and sales objectives totaling a 40% increase in revenue
- Implemented social media strategies across multiple channels and increased web traffic 80%
- Increased search engine rankings from 30% to 100%, with SEO
- Managed seasonal branding and organic marketing campaigns for all eCommerce products that boosted sales by 50%
- Designer - custom DJ facades that increased sales and revenue by over a 100%
- * Web design (e-commerce platform- Magento), google ads, keywords, editing, email campaigns, landing pages, sliders, updating web pages, SEO, writing product descriptions, etc

Nirvana Patisserie

Brand and Marketing Specialist

August 2012 - December 2013 (1 year 5 months)

Miami/Fort Lauderdale Area

- Oversaw content creation (photoshoots, interviews, videos, etc.) for seasonal initiatives and product drops across all channels (retail, online, and wholesale)
- Managed all aspects of campaign design, brand development, innovation, web design, and marketing campaigns and strategies that increased lead generation by 100%
- Used agile workflow to cut process waste by 40%

- Increase in sales by over 50%
- Executed marketing and creative campaigns for the company's web solutions
- Boosted total daily engagements from 170K to 45K

Greenfrog & Associates

Art Director

February 2006 - December 2012 (6 years 11 months)

Miami/Fort Lauderdale Area

- Doubled revenue in 16 months by restructuring the teams for more team-directed work
- Managed all aspects of campaign design, including brand development, innovation, and implementation. Used agile workflow to cut process waste by 40%
- Acquired 25 new accounts grew sales by over 50%
- Managed all aspects of campaign design, brand development, innovation, web design, and marketing campaigns and strategies that increased lead generation by 25%

Education

Ai MIU

Master of Fine Arts - MFA, Major - Conceptual Brand Development · (October 2008 - March 2011)

Ai Miami International University of Art and Design

BFA - Bachelor of Fine Arts, Graphic Design · (October 2003 - March 2007)

Acupuncture and Massage College

MSAOM - Master of Oriental Medicine, Acupuncture / Oriental Medicine