

MAYANTHA JAYASINGHE

Social Media Marketing Manager | Digital Marketing Strategist | Meta & Google Ads

Dubai, United Arab Emirates | +971 585858495 | hey@mayantha.net

mayantha.net | linkedin.com/in/mayantha-creates | Instagram: @mayantha.creates

PROFILE

Digital marketing and social media manager who builds brands from zero and turns audiences into pipeline. Grew one company from 0 to 42,000+ organic Instagram followers and 120+ qualified leads per month, and delivered a 4x seasonal booking lift for a hospitality client. Owns the full funnel end to end - paid media strategy, creative production, community, SEO, and analytics - with the rare edge of shooting and editing in-house creative that outperforms outsourced work.

Target roles: Videographer · Content Creator · Social Media Manager · Digital Marketing Executive

Availability: Available on 90 days' notice.

WORK EXPERIENCE

Content & Digital Marketing Lead Project One Motors

October 2023 - Present

Videography · Photography · Social Media · Paid Media · Web

Directed and shot cinematic automotive video and stills for the full showroom inventory, and built the end-to-end DaVinci Resolve post workflow (RAW ingest, node-based colour, house LUT). Edited the short-form pipeline that grew the company's Instagram to 42,000+ organic followers in under two years with no paid follower campaign. Ran the paid social program end to end - audience research, creative, retargeting - generating 120+ qualified leads a month through Meta and Dubizzle, accounting for 60% of showroom inquiries. Also designed the company website and set up analytics and attribution across paid, organic and marketplace channels.

Content & Social Media Marketing Manager La Vie Boutique LLC

October 2021 - October 2023

Product Photography · Video Editing · Web Design · Social Media · Paid Media

Shot editorial-quality e-commerce product photography and established a repeatable studio workflow - capture, cull, retouch, deliver. Grew Instagram following 300% in one year through consistent brand storytelling and paid amplification, and ran Meta ad campaigns that lifted online traffic 90%. Designed and managed the brand's WordPress e-commerce store with on-page SEO.

Content & Social Media Marketing Manager (Contract) Water Pioneers LLC

November 2021 - November 2022 (contract)

Product Photography · Short-Form Video · Social Media · Paid Media · Web

Ran Meta ad campaigns for sales and seasonal promotions, and built the product content and the landing page they ran to - end to end, with no external post-production or agency dependency. Delivered a 35% increase in confirmed sales.

Content Producer & Social Media Marketing Manager The Grand Mountain Hotel

January 2020 - November 2021

Videography · Social Media · Paid Media

Shot cinematic hospitality and lifestyle footage - property films, room walkthroughs, F&B, destination content - and edited seasonal campaigns that generated 60,000+ views across social platforms. Delivered a 4x increase in off-season bookings through targeted paid social and destination storytelling.

Associate Producer Zero Gravity Creatives

October 2019 - February 2020

Production · Motion Graphics · VFX

Produced 100+ green-screen and animated commercial videos and ad creatives for advertising agency clients - pre-production, shoot supervision and post. Designed 2D/3D motion graphics, VFX composites and kinetic typography in After Effects.

SKILLS

- **Paid Media:** Meta Ads (Facebook & Instagram), Google Ads, TikTok Ads, Dubizzle, lead-gen campaigns, retargeting funnels, A/B testing, audience & lookalike modelling
- **Organic & Content:** Content calendars, Reels/TikTok/Shorts strategy, community management, influencer coordination, brand voice development
- **SEO & Web:** WordPress, on-page SEO, keyword research, HTML/CSS/JavaScript, responsive design, conversion optimization
- **Analytics & Reporting:** Meta Ads Manager, Google Analytics (GA4), Google Search Console, native platform insights, cross-channel attribution, monthly KPI dashboards
- **In-House Creative:** Photo, video, and graphic asset production (Photoshop, Lightroom, Premiere Pro, DaVinci Resolve, After Effects) - no external creative dependencies

CERTIFICATIONS

- **Digital Marketing** · HubSpot Academy *Valid Dec 2025 - Jan 2027*
- **Content Marketing** · HubSpot Academy
- **Social Media Marketing** · Google

LANGUAGES

English - Native/Fluent · Sinhala - Native