UDARA JAYAKODY

Web Designer & Administrator

Email:	ukjayakody@gmail.com	**Phone:**	+94 720 577 772
Location:	Kadawatha, Sri Lanka	**DOB:**	24 May 1990

CAREER OBJECTIVE

Detail-oriented Digital Marketing Professional with hands-on experience in WordPress website administration, eCommerce content management, web hosting environments, SEO optimization, and analytics. Seeking to contribute to a structured corporate digital team while building long-term professional stability and advancing formal education in marketing.

KEY SKILLS

- WordPress Website Administration & CMS Management
- eCommerce Content & Product Management (WooCommerce)
- Web Hosting, DNS & Cloudflare (cPanel, HestiaCP, VPS exposure)
- Basic Front-End Development (HTML, CSS, JavaScript basics)
- On-Page SEO, Metadata & Content Optimization
- Google Analytics 4, Google Search Console & Bing Webmaster Tools
- Website Performance Monitoring & Troubleshooting

PROFESSIONAL EXPERIENCE

Owner & Director

Enrays (Pvt) Ltd | Kadawatha

2024 - Present

- Registered and manage a private limited company under RoC Sri Lanka
- Administer and maintain multiple WordPress websites, handling content updates, navigation, UI adjustments, and performance monitoring
- Manage hosting environments, domain/DNS configurations, and Cloudflare-based security and performance settings
- Implement on-page SEO best practices, metadata optimization, and structured content improvements
- Track website performance using GA4 and Google Search Console to identify engagement and optimization opportunities

Director / Web Designer & Admin

Vervain (Pvt) Ltd | Kurunegala

2018 - 2023

- Managed company websites (Toners.lk, Vervain.lk), ensuring content accuracy, UI consistency, and uptime stability
- Handled website hosting coordination, backups, and CMS-related troubleshooting
- Supported SEO improvements through metadata optimization and content structure enhancements

Proprietor, Digital Marketer

Biztyle Digital Solutions & Zeransoft Technologies

2015 - 2024

- Designed, maintained, and administered WordPress websites for small businesses and personal projects
- Managed domains, hosting setups, and website migrations
- Implemented basic SEO improvements and supported social media and content publishing activities
- Gained hands-on exposure to eCommerce operations, content updates, and site performance optimization

Freelance Business Development Executive

Sri Lanka Rupavahini (TV) Corporation

2014

- Supported client outreach and lead generation initiatives

Independent Research Officer

Nielsen Sri Lanka

2011

- Conducted field research and data collection, developing accuracy, reporting, and analytical skills

PORTFOLIO PROJECTS (https://.jayakody.cv)

- **Aiprompto.com**
  Developing and managing an AI tools review and content-driven affiliate website
- **Ports.lk**
  Developing a content website focused on trade, logistics, and customs procedures
- **Pick.lk**
  Developing a price comparison and product review platform
- **Marketers.lk**
  Complete Visitor Analytics and SEO Tools for Digital Marketers
- **Enrays.com**
  Centralized dashboard to monitor SE rankings, generate site audits, and track performance of websites

CORE STRENGTHS

- Fast Learner & Self-Motivated
- Self-Disciplined & Reliable
- Detail-Oriented
- Entrepreneurial Spirit
- Professional Mindset

TOOLS & PLATFORMS

WordPress, cPanel, HestiaCP, Cloudflare, Google Analytics, Search Console, Bing Webmaster Tools, Meta Business Suite, Generative AI Tools, Photoshop, Canva, CapCut, SEO Panel, OpenCart, PrestaShop, Dolibarr, Mautic

EDUCATION & CERTIFICATIONS

- **Diploma in Digital Marketing (DDM)**
  Sri Lanka Institute of Marketing (SLIM) | Ongoing
- **Certificate Course for Customs House Agent (CHA)**
  Sri Lanka Customs | Ongoing
- **BIT (External) - Partly Completed**
  University of Moratuwa | 2012-2013
- **Certificate in Import & Export Procedures**
  Industrial Service Bureau, Kurunegala | Completed
- **Fundamentals of Digital Marketing**
  Google Digital Garage | Completed

*References available upon request | **Website**: **https://jayakody.cv/***