



Lahiru
Senanayake
IT / CS

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Ras Al-Khaimah, United Arab Emirates

EXPERIENCE

OPERATIONS SUPERVISOR

Reayou Network Technologies LLC
11/2021 - 08/2023

- Oversee IT infrastructure, network administration, and system security to ensure seamless business operations.
- Manage social media presence and execute digital marketing campaigns to increase brand visibility and audience engagement.
- Coordinate with corporate associates and manage the company’s media representation to maintain a strong brand image.
- Lead IT support, system maintenance, and staff training initiatives to ensure technical efficiency across the organization.
- Design and implement optimized workflows to boost team productivity and operational effectiveness

IT ADMINISTRATOR & MEDIA SECRETARY

Ministry of Parliamentary Affairs
02/2019 - 10/2021

- Delivered IT administration and technical support, ensuring reliable and uninterrupted IT operations.
- Managed social media platforms and coordinated digital content strategies to align with brand goals.
- Planned and executed targeted marketing campaigns, significantly enhancing online engagement and reach.
- Streamlined office operations by maintaining accurate records and implementing automation to improve efficiency.

SOCIAL MEDIA SPECIALIST

Ganiro Global Pvt Ltd
02/2018 - 01/2019

- Designed and implemented effective social media strategies, resulting in increased online engagement and brand visibility.
- Created diverse marketing content, including blogs, press releases, and digital advertisements to support promotional initiatives.
- Analyzed campaign performance metrics and optimized marketing strategies to drive higher conversion rates and ROI.

AREA SALES EXECUTIVE

CADD Centre Lanka (Pvt) Ltd
09/2016 - 09/2017

- Developed and executed strategic sales plans, consistently exceeding monthly targets and driving revenue growth.
- Delivered exceptional customer service by addressing client inquiries, resolving issues promptly, and ensuring high customer satisfaction.

SUMMARY

Dynamic and results-driven IT and Digital Media professional with over 7 years of experience across IT administration, operations supervision, digital marketing, and sales. Proven track record in managing IT infrastructure, network security, and system maintenance while driving brand visibility through strategic social media and digital campaigns. Skilled in streamlining business operations through automation and efficient workflow design. Adept at coordinating with corporate stakeholders, creating engaging marketing content, and analyzing campaign performance to boost conversions. Strong communicator and team leader with hands-on expertise in customer support, CRM, and training. Experienced in both public and private sector roles with a solid academic foundation in Computer Science and Hotel Management. Currently based in Ras Al-Khaimah, UAE, and open to new professional opportunities in IT management or digital strategy.

SKILLS

Computer Literacy	Advanced
Problem-Solving & Critical Thinking	Advanced
Leadership & Team Management	Advanced
Effective Communication & Public Speaking	Advanced
Digital Advertising	Advanced
Social Media Platform Management	Advanced
Website Management	Advanced
Video Editing	Advanced
Graphic Design	Advanced
Network Configuration & System Diagnostics	Intermediate
IT Support & Troubleshooting	Advanced

- Maintained accurate sales records and prepared detailed reports to support effective business planning and decision-making.

EDUCATION

Hotel Management
Sri Lanka Institute of Tourism and Hotel Management
03/2016 - 06/2016
Front Office Management Certificate Course

Information Technology
Infortec International Asia Campus
01/2013 - 02/2014
Higher Diploma in Computer Science

Secondary Level
Sri Lanka Examination Department
01/1999 - 11/2009
Secondary Level Diploma

LANGUAGES

Sinhala	Native
English	Fluent

CERTIFICATES

Technical Support Fundamentals ↗
Google
07/2023 - Present