



NAYANANJALEE RAJARATHNA

SEO SPECIALIST

A results-oriented SEO Specialist with a strong background in helping businesses improve search rankings, drive organic traffic, and grow their online presence through ethical and data-driven strategies.

About Me

Results-driven SEO Specialist with 6+ years of experience boosting online visibility, traffic, and sales through ethical SEO, technical audits, content marketing, and WordPress management.



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nayananjalee.com

LANGUAGE

- English
- Sinhala
- Madarine (basic)

SKILLS DEMONSTRATED

SEO & Marketing Tools

- Skilled in using SEO plugins: RankMath, Yoast SEO, All in One SEO
- Hands-on experience with Google Search Console, Ubersuggest, Moz, SEMRush, Ahref
- Email marketing tools: Mailchimp, GetResponse, Sendinblue, Klaviyo

EXPERIENCE

SEO & Web Content Coordinator | Ceysaid Holidays Pvt Ltd

Sept 2023 – March 2025

- Ranked company website (ceysaid.lk & ceysaid.com) on Google's first page for target travel-related keywords within 3 months using on-page SEO, content strategy, and Moz & Ubersuggest tools.
- Regularly optimized metadata, tour content, and blog structure to improve click-through rates and reduce bounce rates.

Web Developer & SEO Specialist | Gutsy Creatives – Seattle, USA

Sep 2021 – Sep 2023

- Boosted brand awareness and lead generation by maintaining the company blog, performing technical SEO, and creating Twitter graphics for marketing campaigns.
- Led keyword strategies that helped bring in new clients through content targeting the U.S. book publishing and creative industries.
- Maintained plugins, enhanced load speed, and ensured SEO best practices on all web assets.

Junior Web Designer | Gutsy Creatives – Seattle, USA (Part time)

Jan 2021 – Sep 2021

- Designed email newsletters, landing pages, and book promo pages.
- Implemented marketing funnels with GetResponse & Mailchimp.
- Handled blog post design and cross-platform responsiveness

SKILLS DEMONSTRATED

✓ Technical Skills

- Strong working knowledge of HTML5, CSS3, JavaScript, PHP, MySQL
- Proficient in Java, C, C++, Python
- In-depth understanding of WordPress, including custom theme and plugin editing
- Experience with WordPress website maintenance and optimization
- Familiar with hosting & domain management on HostGator, Hostinger, GoDaddy, Namecheap, DreamHost
- Experience in direct client communication to manage and improve websites
- Active learner through platforms like Backlinko, Moz.com, and HubSpot

🎨 Design & Visual Tools

- Proficient in Figma and Canva for wireframing and template design
- Experienced with Adobe Photoshop and Illustrator for graphic and banner design
- Create responsive, conversion-focused designs that align with brand identity

REFEREES

Dr. Lakmal Rupasinghe

Professor, Faculty of Computing Department of Computer Systems Engineering Sri Lanka Institute of Information Technology (SLIIT)

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✉ lakmal.resliit.lk

Sqn. Ldr. (Dr) M. M. Mahendrarajah

Flight Surgeon & Medical Officer Sri Lanka Air Force

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EXPERIENCE

Web Developer – Exclusive Web Arts, Sri Lanka

Jan 2020 – Sep 2021

- Designed email newsletters, landing pages, and book promo pages.
- Implemented marketing funnels with GetResponse & Mailchimp.
- Handled blog post design and cross-platform responsiveness

Freelancer – Fiverr & Independent Projects

2019 – 2025

- Delivered 30+ client projects, including website wireframes, banners, newsletters, and eCommerce setups.
- Specialized in building scalable, fast-loading websites using Elementor and custom themes.

EDUCATION

- Postgraduate Diploma in Information Technology specialized in Cyber Security (2021-2022) at Sri Lanka Institute of Information Technology (SLIIT)
- Bachelor's Degree in Information and Communication Technology (ICT) (2016-2019) at Rajarata University of Sri Lanka

CERTIFICATES

🎨 Design Certifications

- Graphic Design – University of Colorado (Coursera, 2021)
- Graphic Design Foundation – Layout and Composition – LinkedIn Learning (2021)
- Introduction to Graphic Design – LinkedIn Learning (2021)

📈 Marketing Certifications

- Fundamentals of Marketing – Google Digital Garage (2020)

🔒 Security Certifications

- (ISC)² Certified in Cybersecurity – CC (2022)
- CompTIA PenTest+ (PT0-002) – Udemy (2022)
- (ISC)² Networks and Communications Security – Coursera (2022)

All details shared above are true to my knowledge—with honesty and intent to contribute my best

01st of May, 2025

DATE

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SIGNATURE