

BISHWA WIJESEKARA

DIGITAL GROWTH STRATEGIST · FULL-STACK DEVELOPER
META ADS SPECIALIST · CREATIVE VIDEO PRODUCER

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PROFILE

Multidisciplinary digital professional and founder of **Bishwa Online**, with 5+ years of experience across digital growth, software engineering and advanced video production, including 3+ years as a Meta Ads specialist. I bridge design, engineering and marketing so every line of code, campaign and piece of content supports one business goal, and I start with the business problem to engineer practical, high-ROI solutions. Currently managing a 500K+ subscriber YouTube network and building audiences from scratch, including niche UK markets.

CORE FOCUS

Full-Stack Engineering
Scalable web platforms, software and mobile/desktop apps.

Performance Marketing
3+ years of Meta Ads: acquisition, leads and ROAS.

Video & AI Filmmaking
High-retention edits and next-gen AI video content.

Brand & Social Growth
Content funnels that turn attention into conversions.

EXPERIENCE

Social Media Marketer & Developer
Gloma International | JUL 2026 – PRESENT

- **Social media marketing:** plan and run social and paid campaigns that drive brand visibility, engagement and leads.
- **Development:** build and maintain web solutions that give campaigns a conversion-focused destination.
- Connect creative content, engineering and acquisition into one cohesive growth strategy.

Freelance Creative Strategist & Content Manager
Bishwa Online | 2024 – PRESENT

- **Jeewa Education Campaign:** spearheaded a digital campaign generating 1.5M+ reach and 1,000+ leads; scripted, directed and produced the video content.
- **YouTube management:** run a 500K+ subscriber channel; own an Animal channel (50K+ subs) and a History AI Short Film channel (1.5K+ subs).
- **International growth:** built a UK-targeted TikTok audience to 10K+ and a UK Facebook page to 39K+ followers organically.
- **Viral growth:** grow Facebook pages quickly using trend analysis and high-retention content.

SKILLS

Full-Stack Development · React.js · WordPress · App Development · Meta Ads · Performance Marketing · Social Media Strategy · Digital Marketing · Brand Positioning · Video Editing · Post-Production · AI Filmmaking · Prompt Engineering · Script Writing · Storyboarding · Photoshop · Illustrator · UI Design · YouTube SEO · Channel Management · Team Management

EDUCATION

G.C.E. Advanced Level
2020 · Mahamathya College

- Engineering Technology
- Science for Technology
- Information Technology

G.C.E. Ordinary Level
2017 · Sri Jayawardhanepura College

LANGUAGES

- English
- Sinhala

Intern Social Media Marketing Specialist

Kandian Pro | OCT – DEC 2024

- Developed and executed social media marketing strategies for diverse clients.
- Managed content calendars and ad campaigns to maximize client visibility.

Social Media Manager

NV Cosmetics | 2023 – 2024

- Rebranded the company's visual identity on social platforms.
- Created trend-based reels and product-focused storytelling that increased engagement and e-commerce sales.

Personal Banking Advisor

Union Bank | 2022 – 2023

- Managed client portfolios and provided financial advisory services.
- Built strong sales, communication and client relationship management skills.

REFERENCES

M.N. Afzal Ahamed
Head of Sales
South Asian Technologies (Pvt) Ltd
24/2, Jasmine Park, Narahenpita Road, Nawala

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SOFTWARE & TOOLS

Premiere Pro | CapCut | After Effects | Midjourney | ChatGPT | Gemini | Claude | React.js | WordPress | Meta Business Suite | TikTok Business Suite

PORTFOLIO

- www.bishwaw.online
- dribbble.com/bishwawijesekara19
- youtube.com/@historymagnetlk
- youtube.com/@shadowsofsecrets
- youtube.com/@thabknowledge

RECENT CLIENTS

- tiktok.com/@soopervegee
- tiktok.com/@jeewaeducation