



ONCE UPON A TIME I WAS A DIGITAL MARKETING MANAGER

***IN THE WORLD OF DIGITAL MARKETING, SUCCESS ISN'T
JUST ABOUT REACHING YOUR AUDIENCE—IT'S ABOUT
CREATING CONNECTIONS THAT RESONATE, INSPIRE, AND
DRIVE ACTION.***

**PREPARED BY:
SEWMINI THAMASHA**

Former Digital Marketing Manager
at Gawma Clothing Pvt Ltd

KEY ACHIEVEMENTS IN JUNE 2024

CONTENT

Introduction	1
Comprehensive Platform Management	2
Collaborations and Influencer Marketing.....	3-4
Top Ranked Celebrities we connected.....	5
Social Media Growth.....	6
Website development and content management	7
SEO Strategy Implementation	8

ABOUT ME

IN THE WORLD OF DIGITAL MARKETING, SUCCESS ISN'T JUST ABOUT REACHING YOUR AUDIENCE—IT'S ABOUT CREATING CONNECTIONS THAT RESONATE, INSPIRE, AND DRIVE ACTION.

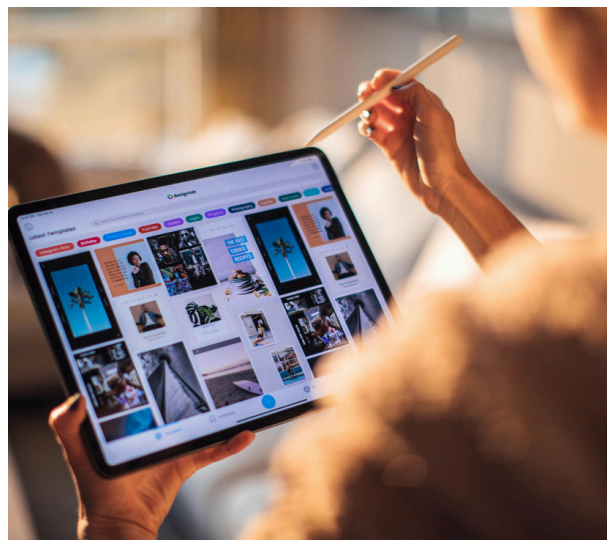


Hello, and welcome! My name is Thamasha, and I'm thrilled to guide you through a journey that highlights my role as a Digital Marketing Manager, Social Media Manager, and Web Administrator. This documentary is more than just a reflection of my career; it's a deep dive into the achievements and experiences I've gathered along the way. We'll uncover the strategies that drive successful campaigns, tackle the challenges that come with managing a digital presence, and celebrate the successes that make this field so rewarding.

Through this exploration, you'll gain insights into the ever-evolving world of digital marketing and social media management, discovering how these elements come together to create a powerful online presence. Join me as we navigate the dynamic landscape of digital communication, where creativity meets strategy, and every challenge is an opportunity to innovate.

COMPREHENSIVE PLATFORM MANAGEMENT

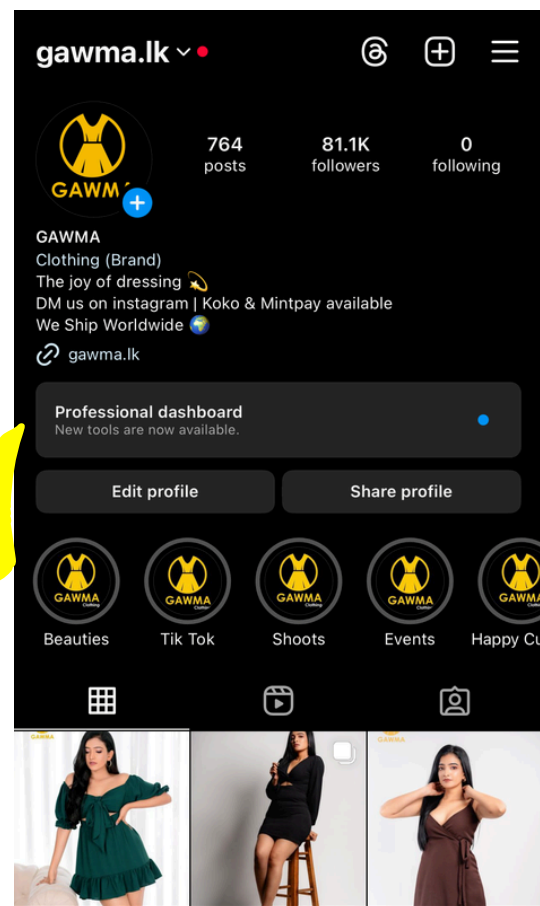
- As the Digital Marketing Manager at Gawma Clothing Pvt Ltd, I successfully managed the company's entire digital ecosystem, including the official website, Facebook, Instagram, WhatsApp, and email marketing.
- My role involved overseeing content creation and scheduling across all platforms to maintain a consistent brand voice. This comprehensive approach ensured that our messaging was aligned with our brand values and resonated with our target audience.
- For the website, I ensured it was always updated with the latest products and promotions, which directly contributed to increased online sales. On social media platforms, I developed and executed content calendars that significantly boosted engagement. For instance, in June 2024 alone, our Instagram page grew to over 81.1K followers, while Facebook posts achieved a reach of 315,795 and engagements of 204,644.
- On WhatsApp, I streamlined customer communication, leading to quicker response times and higher customer satisfaction. In email marketing, I crafted targeted campaigns that resulted in higher open and click-through rates, driving traffic back to the website and increasing sales

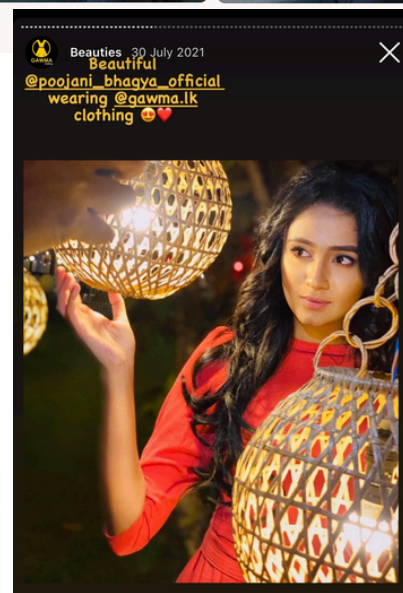
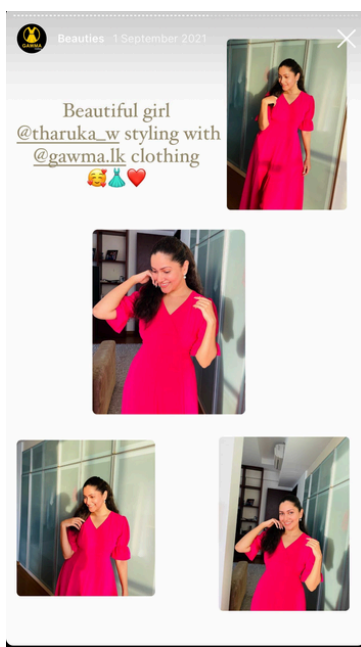
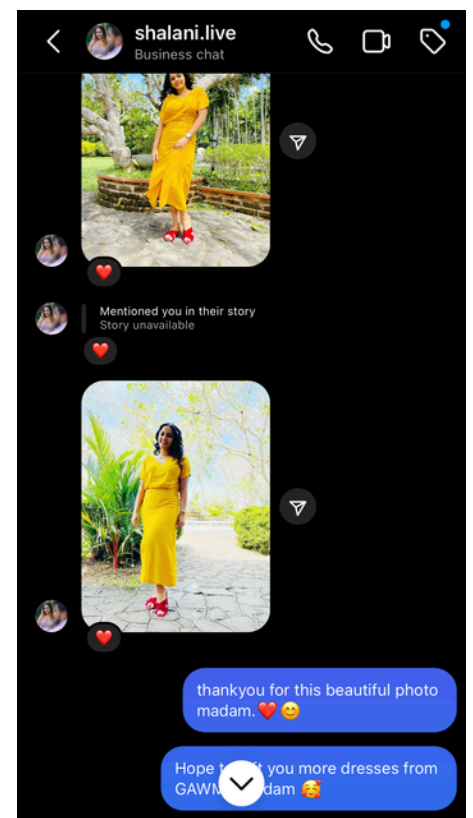
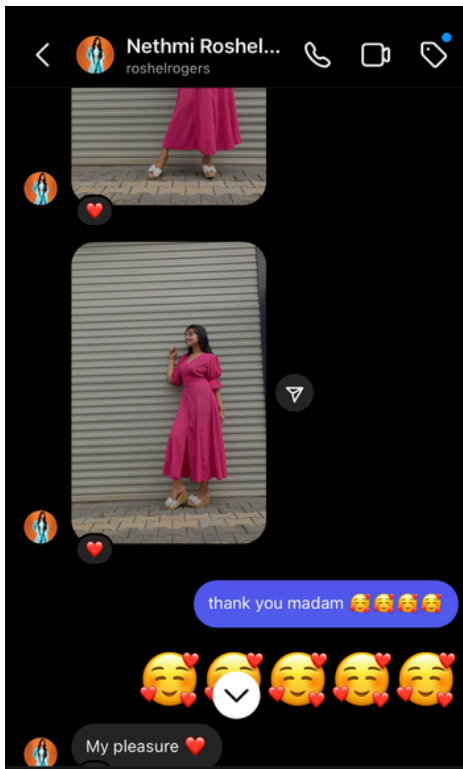
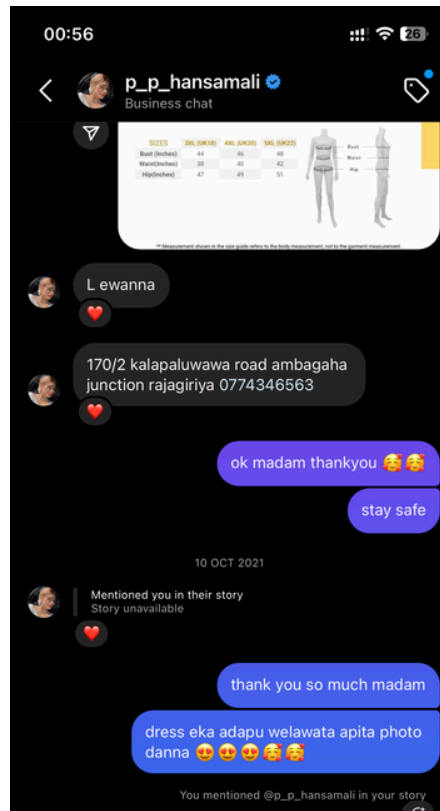
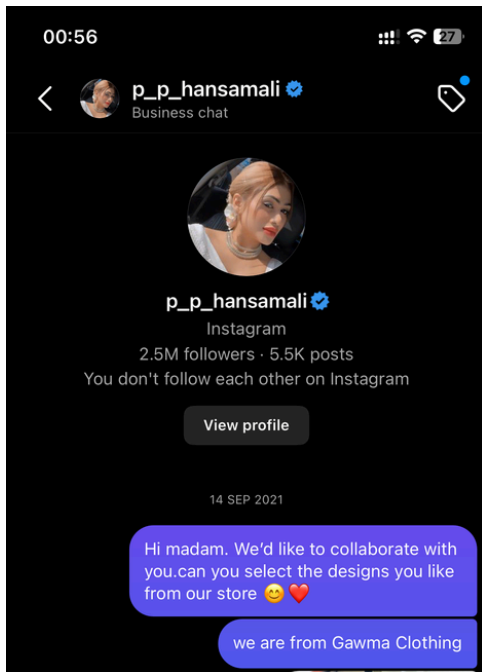


COLLABORATIONS AND INFLUENCER MARKETING

- I secured valuable collaborations with renowned actresses and influencers, which significantly boosted Gawma Clothing's brand visibility and credibility in the fashion industry.
- These partnerships were meticulously managed to ensure ongoing brand advocacy and promotion. The collaborations not only expanded our reach but also brought in new customers who were influenced by these popular figures.
- By maintaining strong relationships with these influencers, I ensured that Gawma Clothing remained top of mind for their audiences, leading to sustained brand growth and recognition.

To verify below Highlights Visit
<https://www.instagram.com/gawma.lk>
and Check Here





TOP RANKED CELEBRITIES

WE CONNECTED



SHALANI THARAKA



PIYUMI HANSAMALI



ROSHEL ROGERS

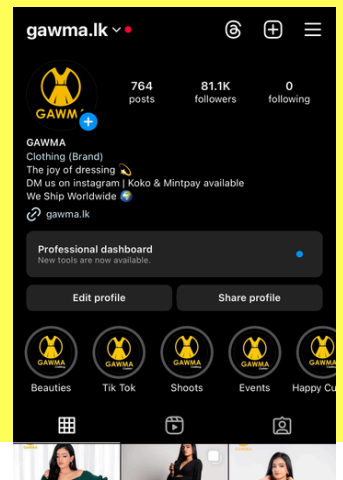
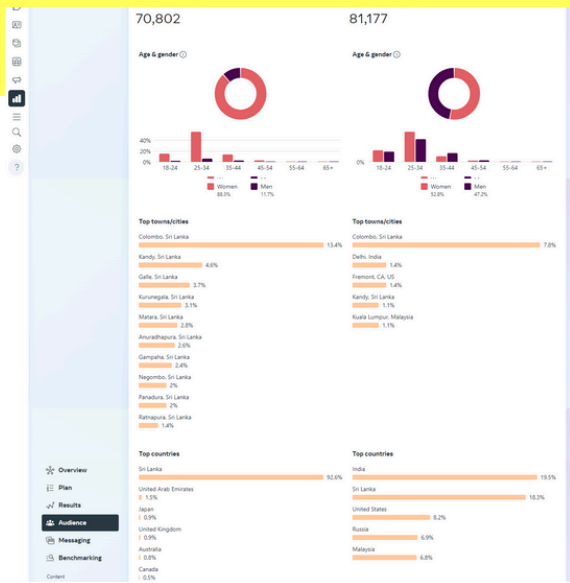


**MANEESHA
CHANCHALA**

Sri Lanka is home to a vibrant entertainment industry, with several actresses who have made a significant impact both on and off the screen. Shalani Tharaka is one of the most recognized faces in the industry, known for her versatility as an actress and her captivating performances in both television dramas and films. With a career that has spanned over a decade, Shalani has earned a reputation for her strong acting skills and ability to portray a wide range of characters. Her charm and talent have made her a beloved figure in Sri Lankan entertainment.

Piyumi Hansamali is another prominent actress, particularly famous for her substantial following on social media, boasting over 3 million followers on Instagram. She is known for her striking beauty, bold fashion sense, and dynamic presence in the modeling and acting industries. Piyumi's social media influence has extended her reach beyond traditional media, making her a key figure in Sri Lanka's digital landscape. Alongside them, Maneesha Chanchala and Rochel Rogers have also made notable contributions to the industry. Maneesha is celebrated for her youthful energy and emerging talent, while Rochel Rogers has captivated audiences with her distinctive style and dedication to her craft, making each of these actresses integral to the modern face of Sri Lankan entertainment.

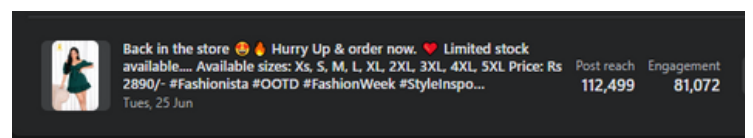
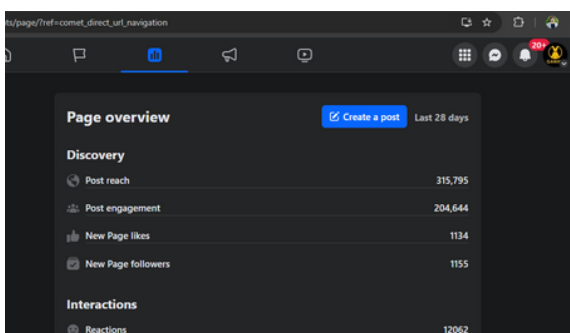
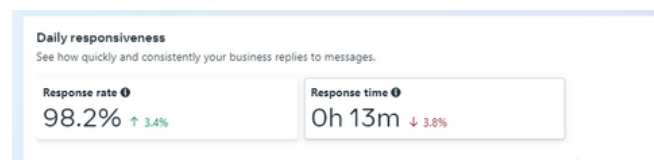
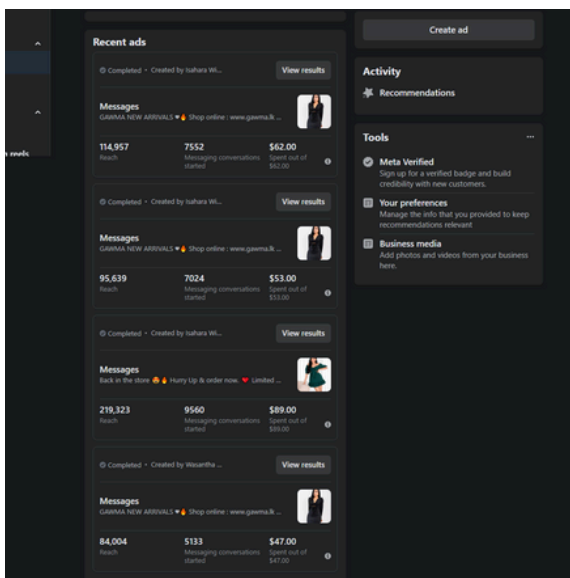
SOCIAL MEDIA GROWTH



- In June 2024, I strategically grew Gawma Clothing's Instagram page to over 81.1K followers. This was achieved through a well-planned content strategy that included a mix of promotional posts, customer testimonials, product showcases, and interactive content like polls and stories.

- On Facebook, I managed to achieve a reach of over 315,795 with 204,644 engagements in the same month. This success was a result of my efforts to foster a loyal community by regularly interacting with followers, responding promptly to inquiries, and hosting online events.

- These efforts not only increased our social media following but also deepened our connection with the audience, turning followers into brand advocates.



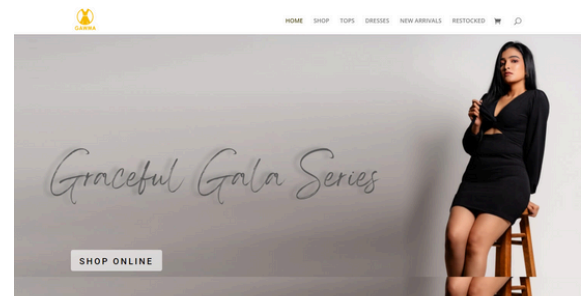
WEBSITE DEVELOPMENT AND CONTENT MANAGEMENT

www.gawma.lk

- I played a pivotal role in the development of the Gawma Clothing website, ensuring it was user-friendly, visually appealing, and optimized for conversions.
- I managed all aspects of content on the website, including product listings, blogs, and promotional materials. This involved regularly updating the site with fresh content to keep it engaging for returning visitors while attracting new ones.
- My efforts ensured that the website remained a key sales channel for the company, with smooth navigation and a seamless shopping experience contributing to increased customer satisfaction and repeat purchases.

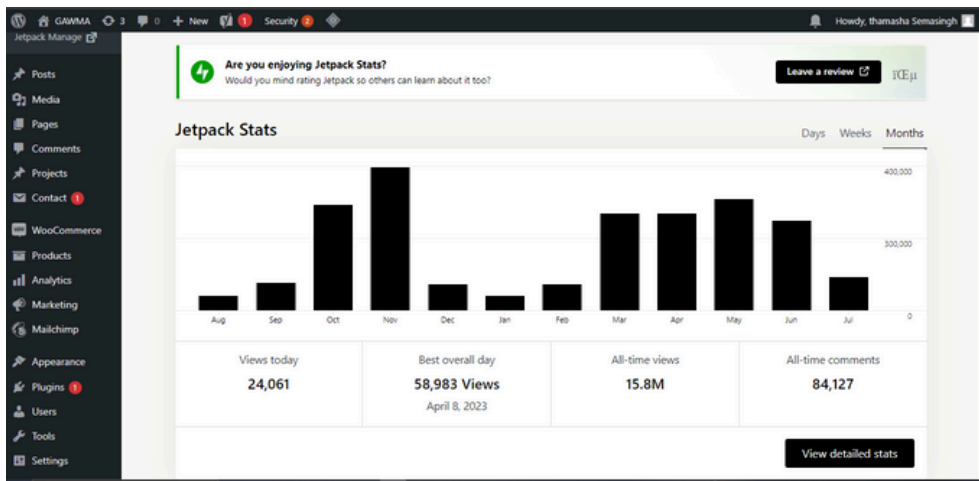
E-commerce Management

- I effectively handled over 28,000 orders on the Gawma Clothing website in June 2024, ensuring that each order was processed smoothly and customers received their products on time.
- To enhance the purchasing experience, I implemented payment gateways like Koko and Mintpay, which offered customers more flexibility and convenience in their payment options.
- My management of the e-commerce platform contributed to a seamless shopping experience, resulting in high customer satisfaction and repeat business.



Order	Date	Status	Total	Origin
#225778 Shayomi Kumarawadu	Jun 29, 2024	Processing	₹3,240.00	Referral: M.facebook.com
#225777 Sanjeewani Perera	Jun 29, 2024	Processing	₹3,140.00	Referral: M.facebook.com
#225776 Chathuri Nishadi	Jun 29, 2024	Processing	₹3,240.00	Referral: Paykoko.com
#225775 Kumudu Wickramathilaka	Jun 29, 2024	Processing	₹3,140.00	Direct
#225774 Shamindri Kaushalya	Jun 29, 2024	Processing	₹3,140.00	Direct

SEO STRATEGY IMPLEMENTATION



- I developed and executed a comprehensive SEO strategy that led to a significant increase in organic traffic and improved the site's search engine ranking.
- This involved conducting keyword research, optimizing website content, and implementing best practices for on-page and off-page SEO. I also closely monitored website performance using tools like Jetpack and Google Analytics, which helped in making data-driven decisions to further enhance our SEO efforts.
- As a result, the site experienced higher visibility on search engines, attracting more visitors and converting them into customers. The improved search engine ranking not only increased traffic but also positioned Gawma Clothing as a leading brand in the online fashion space.

Analytics and Reporting

- I utilized a variety of analytics tools, including WooCommerce and Facebook Insights, to track and report on performance metrics across all platforms.
- These insights were critical in making informed decisions about our digital marketing strategy. I regularly provided detailed reports to the management team, highlighting areas of success and identifying opportunities for improvement.
- My ability to analyze data and turn it into actionable insights played a key role in driving the company's digital marketing efforts forward, ensuring that our strategies were always aligned with our business goals.