

Paramie Jayakody

WRITER AND DIGITAL MARKETER



PROFILE

Talented and versatile person, proficient in technical communication. I am able to write detailed research articles both for magazines and websites. I also possess natural leadership qualities and a general mastery of the English language coupled with a quick learning curve.

Superb coordinating skills with numerous events under my belt, I'm also a savvy social media user, and I pride myself on getting a maximum reach on a minimum budget. Enthusiastic to always try new things.

EDUCATION

British Computer Society Higher Education Qualifications (UGC Approved BSc equivalent)

Completed:

BCS Level 4 Certificate in IT

BCS Level 5 Diploma in IT

BCS Level 6 Post Graduate Diploma in IT

G. C. E. A/L - Mahamaya Girls' College, Kandy

- Year: 2016 (Arts)
- Index no: 3155951
- Z score: 2.1688
- District Rank: 7
- Island Rank: 90

G. C. E. A/L - Mahamaya Girls' College, Kandy

- Year: 2013
- 9 A passes

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EXPERIENCE

Sub-Editor: The Morning *Dec. 2020 - Present*

As the sub-editor for The Morning I apply my skills in quick proofreading, editing, and coordinating the daily paper with the layouts department as well as keeping articles up to standard.

Digital Marketer and Content Writer: Crossroad Media *Dec. 2019 - April 2020*

My work at crossroad media includes digital marketing (content strategy, grid planning, brand building, social media marketing and digital marketing campaigns) and content writing (social media content, blog posts, newsletters, websites)

Freelance Content Writer: 5Grand Creatives *Dec. 2019 - Present*

I contribute as a content writer for 5grand, where I handle everything from social media captions to Facebook information pages for various brands

Writer: Sunday Times *Aug. 2019 - Dec. 2020*

I worked as a freelance writer to the Sunday Times magazine. My content included but is not limited to interviews, features, trends and event coverage

Event coordinator: Cray Events *May 2020 - Dec. 2020*

As a social media manager and event coordinator, I planned online and offline corporate events and community outreach events.

Digital Events Coordinator: Chokolaate Youth Magazine *May. 2020 - Present*

As digital events coordinator, all virtual events, webinars, panels and discussions fall under my jurisdiction. Since May, we have launched over 50 webinars, two online open mic nights, a virtual debate competition, as well as multiple workshops.

Writer: Chokolaate Teen Magazine *Aug. 2018 - Dec. 2020*

I worked as a writer for two years, and headed the geek, tech and mental health awareness columns. I also worked for 4 months as a project coordinator and founded Behind the Mask, an open day to discuss mental health issues, and coordinated a wide range of other events. In addition, I was in charge of handling social media accounts for clients.

Tech Writer: ReadMe *Jan. 2018- Mar. 2018*

I contributed as a tech writer for ReadMe, where I wrote news articles and research articles about the current technology trends, as well as event articles for various events.

Translator: Child Action Lanka *May 2017 - Sep. 2017*

I worked as a translator for Child Action Lanka which is a charity organization dealing with destitute and abandoned children. During my course of employment, I engaged in verbal and written translation of both English and Sinhala.

Digital Marketer: Hashtag Clothing *Jun. 2020 - Sep. 2020*

As a digital marketer, I was in charge of social media posts, page monitoring, photo shoot concepts and the newsletter as well.

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VOLUNTEER EXPERIENCE

Individual events

Taboo 2020
Colombo Design Market 2019
Lanka Comic Con 2017-2019
Museum of Modern and Contemporary Art

Local Coordinator: Students for Liberty

As a member of a global organization, I've organized book clubs, movie discussions, debate competitions and leadership conferences under SFL.

I am also the person in charge of the Sri Lankan chapters social media, and was identified as a top performer in 2020.

HYPE Sri Lanka volunteer task force

As a member of the HYPE think tanks Independent Policy Thinkers and volunteer task force, I work in identifying key areas where our policies are lacking and developing working papers for those areas.

Shhh! The Talkshow: Season 1 (writer)

As a writer it was my responsibility to write informative articles on each topic discussed in the show's episodes. Writing content in an informative and sensitive way was a must.

Head of Public Relations: IEEE Innovation Nation 2019

As head of public relations, I was responsible for overseeing promotional content, social media, and also organizing events and meetups for networking opportunities.

Head of Writer's Council: Roads to Rights

I am the team lead for the content writers in the Sri Lanka 2030 decade long campaign, as well as working on SDG goal 6: clean water and sanitation.

My responsibilities include content creation, liaison, conducting training for the volunteer teams and team management.

E2D Advocate

As a Hackadev academy alumni, I work with UNDP in conducting Critical Media Information Literacy training to participants, and acting as an advocate of the program.

Vice President Public Relations: IIT Toastmasters

As a public speaker with almost four years of experience, toastmasters helps improve my speaking skills. As vice president of public relations I am in charge of graphic design, social media, newsletters, and blogs of IIT Toastmasters.

Social Media and Marketing: Clefolution

I am in charge of social media for the choir Clefolution, a collection of unique individuals with a passion for raising awareness on mental health.

Youth Forum Member: American Corner Kandy

As a youth forum member we assisted the American Corner's operations and organized small events.

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INTERESTS

Avid reader and painter.

A writer not just in profession but also from the heart, I write and contribute to multiple platforms outside of work, including [Colombo Telegraph](#), [Roar Media](#) and [Students for Liberty](#) international. I also write fiction on [Medium](#).

I was involved in numerous clubs and societies in my school including the ICT club and media unit, as well as being senior announcer at the majority of school events.

I was part of the student committee at Esoft Metro Campus, Kandy, and assisted in organizing the student night of 2015 as well as numerous charity events.

I hold a student membership in the British Computer Society and membership in several clubs including Toastmasters.

Dabbling in content creation, I'm part of a YouTube channel crew and directed my debut short film "Deprimere" which was screened at the Colombo International Women's Film Festival 2020.

I'm also an active chorister and a member of Clefolution, a choir that aims to raise awareness on mental health.

CONTACT



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