

# S A D M

# HARSHANA

+601 123740766 | [www.minuharshana.com](http://www.minuharshana.com) | © Petaling Jaya , Malaysia

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Creative and detail-oriented Graphic Designer with experience in branding, social media creatives, and marketing materials for international audiences. Strong visual sense for luxury branding and hospitality environments. Skilled in delivering high-quality designs while maintaining brand consistency. Ready to relocate and work in a resort setting.

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## EXPERIENCE

### HEAD OF BRANDING & DIGITAL MARKETING

Ocean Sky Logistics SDN BHD Malaysia / NPS Super Express Sri Lanka

2025NOVEMBER - Present

- Led overall branding, digital marketing, and creative strategy across all platforms
- Designed and directed digital and print creatives for integrated marketing campaigns
- Developed and managed social media content aligned with brand identity and guidelines
- Oversaw creation of posters, banners, brochures, and promotional materials
- Planned and executed digital marketing campaigns to increase brand visibility and engagement
- Managed brand consistency across websites, social media, and offline materials
- Supported corporate branding and recruitment marketing initiatives
- Collaborated with management to align marketing strategies with business objective

### SHARE HOLDER | CO FOUNDER

Hyzen Education (PVT) Ltd | Sri Lanka

2024 April - Present

- Lead branding and digital marketing strategy for **student consultation services**
- Developed brand positioning to attract students for overseas education pathways
- Designed digital and print creatives for student recruitment campaigns
- Managed social media platforms to generate student inquiries and consultation leads
- Created posters, banners, brochures, and promotional materials for education consulting
- Supported student consultation programs, counselling promotions, and intake campaigns
- Ensured consistent brand identity across all online and offline consultation channels
- Worked closely with student counsellors to align marketing with enrolment goals

## **SENIOR MULTIMEDIA DESIGNER CUM INTERNATIONAL MARKETING EXECUTIVE**

International Marketing Department | Lincoln University College , Malaysia

2023 – 2025- NOVEMBER

- Designed digital and print creatives for marketing campaigns
  - Created social media visuals aligned with brand guidelines
  - Developed posters, banners, brochures, and promotional materials
  - Supported branding and recruitment marketing initiatives
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## **MULTIMEDIA DESIGNER**

Upali Group of Companies | Colombo, Sri Lanka

2021 – 2022

- Designed marketing creatives for print and digital creatives
- Created social media visuals, advertisements, and commerce platforms
- Edited promotional videos and short marketing clips
- Maintained brand consistency across multiple groups of companies

## **FREELANCE MULTIMEDIA / GRAPHIC DESIGNER**

2016 – PRESENT

- Designed logos, branding kits, and social media platforms
  - Produced marketing visuals for websites and promotional materials
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## **EDUCATION**

### **BACHELOR OF ARTS (HONS) CREATIVE MULTIMEDIA TECHNOLOGY – MALAYSIA**

Lincoln University College Malaysia

### **DIPLOMA IN INTERIOR DESIGN – SRI LANKA**

CADD Centre Sri Lanka

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## SOFTWARE

Adobe Photoshop | Illustrator | InDesign | Premiere Pro | After Effects (Basic) | WordPress ( Basic )

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## LANGUAGES

ENGLISH – FLUENT | SINHALA – NATIVE

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## REFEREES

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