

# DINUKA GAMAGE

Digital Marketing Executive

## CONTACT

+971 564 710 535

[dinukagamage@gmail.com](mailto:dinukagamage@gmail.com)

Al Rigga, Dubai, UAE

[dinukagamage.com](http://dinukagamage.com)

[linkedin.com/in/dinukagamage](https://www.linkedin.com/in/dinukagamage)

UAE Residence Visa: N9011036

## CORE SKILLS

### Meta Ads & Campaign Strategy

SEO / SEM

Social Media Management

Content Marketing

Email Marketing & CRM

Conversion Rate Optimisation

A/B Testing

Web Analytics & Reporting

Copywriting & Video Editing

Funnel Optimisation

AI-Assisted Content Production

Budget Management & ROI

Community Management

Brand Strategy

## TOOLS & PLATFORMS

Meta Ads Manager

Meta Business Suite

Google Analytics / Looker Studio

Ahrefs

Figma / Adobe XD / Illustrator

Photoshop / Premiere Pro

WordPress / HTML / CSS / PHP

Runway ML / Higgsfield AI

Kling 3.0 / Nano Banana Pro

Android Studio

## LANGUAGES

English

Sinhala

## EDUCATION

### BSc (Hons) Information Systems

Kotelawala Defence University

2018 - 2023

### G.C.E. Advanced Level

Rahula College, Matara | 2016

Business Studies: A | IT: C

## PROFILE

Results-driven Digital Marketing Executive with 6+ years of hands-on experience in paid social, SEM, content strategy, and AI-assisted content production within the UAE construction and services sector. Expert in full-funnel Meta Ads management, creative-led targeting, and ROI-focused campaign reporting. Passionate about leveraging emerging technologies to build high-performing, brand-consistent digital ecosystems that convert.

## EXPERIENCE

### Digital Marketing Executive

**KEA Building Contracting - Dubai** | 2023 - Present

- Develop and execute end-to-end digital marketing strategy for a premium UAE construction and contracting brand across villa builds, fit-outs, and luxury renovations.
- Manage the full Meta Ads lifecycle - campaign architecture, creative briefs, audience segmentation (custom, lookalike, retargeting), A/B testing, budget pacing, and KPI-driven monthly reporting.
- Run targeted lead generation campaigns on Facebook & Instagram, consistently reducing CPL while improving lead quality for high-ticket villa and fit-out projects.
- Own the content calendar; plan, write, and schedule posts across Instagram, Facebook, and LinkedIn aligned with KEA brand identity and active project milestones.
- Produce AI-assisted video content (Runway ML, Higgsfield, Kling 3.0), including a 7-stage Dubai villa construction timeline reel that achieved high organic engagement.
- Create luxury architectural visualisations using AI image generation (Nano Banana Pro) for client pitches, organic social, and pre-construction marketing materials.
- Manage Meta Business Suite inbox for community engagement, lead qualification, and SLA-compliant response across all enquiry channels.
- Deliver detailed monthly performance reports tracking ROAS, CPL, CTR, CPC, reach, impressions, and engagement rates with clear quarter-on-quarter trend analysis.
- Implement Advantage+ and creative-led targeting strategies aligned with Meta Andromeda algorithm updates to maximise paid reach and lower CPMs.
- Collaborate with design and project teams to produce on-brand digital collateral - brochures, social graphics, project case studies, and construction highlight reels.
- Oversee and optimise Google Business Profile - managing reviews, Q&A, photo updates, and local SEO signals to maintain a strong UAE construction search presence.
- Evaluate and integrate emerging AI tools and automation platforms to improve content output quality, posting consistency, and campaign delivery efficiency.

### Meta Ads Specialist

**Abans Group - Sri Lanka** | 2020 - 2023

- Planned, launched, and optimised Meta ad campaigns across Facebook and Instagram for multiple client verticals including B2B services and retail.
- Built custom audiences, lookalike audiences, and retargeting funnels to engage high-intent prospects at each stage of the funnel.
- Crafted persuasive ad copy and tested multiple creative formats (static image, video, carousel, lead forms) to maximise conversion rates.
- Analysed campaign metrics - CTR, CPC, CPM, ROAS, and conversion rates - producing actionable weekly and monthly optimisation reports.
- Managed multi-campaign budgets to achieve the highest ROI across diverse client accounts.
- Designed lead generation funnels covering awareness, consideration, and conversion stages with pixel-tracked custom conversion events.
- Developed a PHP-based tender management system and an Android Studio mobile app with real-time engineer location tracking.
- Conducted stakeholder interviews and translated business needs into clear technical requirements for development teams.

## PROFESSIONAL STYLE

Creative Problem Solver  
Data-Driven Decision Making  
Strong Brand Storytelling  
Cross-Functional Collaboration  
Adaptable to Emerging Tech  
Detail-Oriented Executor  
Self-Motivated & Proactive

## INTERESTS

AI & Emerging Technology  
Photography & Videography  
Events Management  
Entrepreneurship  
Cricket

## REFERENCES

### Hashen Siriwardena

Senior Accountant  
AL Jaroodi Traders LLC  
+971 502 970 640  
[hashen171@gmail.com](mailto:hashen171@gmail.com)

Further references available  
upon request.

## KEY ACHIEVEMENTS

- **Lead Volume:** Scaled qualified lead volume through Meta Ads while maintaining consistent CPL reduction quarter-on-quarter.
- **AI Content Pipeline:** Established a first-of-its-kind AI video and image production workflow for architectural content, significantly reducing production time and cost.
- **Brand Consistency:** Standardised digital visual identity across all touchpoints, improving brand recall and engagement rates on Instagram and Facebook.
- **Reporting Framework:** Built a structured monthly campaign performance reporting template for transparent, data-backed communication with stakeholders.
- **Campaign Performance:** Delivered measurable ROAS improvements across Meta paid campaigns through creative testing and audience refinement strategies.
- **Content Innovation:** Introduced AI-generated architectural visuals into the content strategy, elevating the quality of organic posts and client-facing materials.

## CERTIFICATIONS

- Meta** - Meta Marketing Analytics - 8-Course Program (ID: UT0SSW5CXGKC)
- Google Digital Academy** - Campaign Manager 360 Certification (ID: 181770785)
- Google Digital Academy** - Google Analytics Certification (ID: 181752117)
- Google Digital Academy** - Google Ads Search Certification (ID: 181749119)
- IBM** - Generative AI: Introduction and Applications (ID: F1ZYGND41PAY)

## PORTFOLIO

- Website:** [www.dinukagamage.com](http://www.dinukagamage.com)
- LinkedIn:** [linkedin.com/in/dinukagamage](https://www.linkedin.com/in/dinukagamage)

## WHAT I BRING

- Creative Precision** - High-quality visual assets and copy that reflect premium brand positioning.
- Platform Fluency** - Deep expertise across Meta, Google, and emerging AI content tools.
- Commercial Thinking** - Every campaign decision tied to business growth metrics and ROI.
- Trend Agility** - Early adopter of AI tools that give brands a competitive content edge.
- Collaborative Mindset** - Seamless work with creative, sales, and leadership teams to align on goals.
- Analytical Rigour** - Comfortable deep-diving into data to find optimisation opportunities others miss.

## DECLARATION

*I hereby declare that the information furnished above is true and correct to the best of my knowledge and belief.*

### Dinuka Gamage

Dubai, UAE | May 2026