

ABEETH N SARATHCHANDRA

COPY | DIGITAL | DEV | CREATIVE



ABOUT ME

A seasoned writer, editor, web designer/developer with a mixed bag of skills - I'm passionate about delivering quality over quantity and I can be diligent to a fault. With more than a decade of experience in various roles ranging from retail to construction to web development to digital strategy, I have learnt my biggest priority is being the best version of myself.

EDUCATION

Humber College, Canada

Advanced Diploma in
Computer Programming

2009 - 2011

Royal College, Colombo

Advanced Level in
Combined Mathematics

2008

SKILLS

HTML/CSS/JS

Wordpress - CMS/LMS

Sitefinity - CMS

Content/Strategy

PPC Campaigns

Canva

EXPERIENCE

Head of Digital

April 2021 - Present

MIT Global Group of Companies, UAE

Responsible for setting up and maintaining various domains and landing pages for all group companies - writing, designing and developing marketing materials, brochures, social postings and other misc. requirements as needed while partaking in high-level strategy meetings representing the digital arm of the group.

Web Developer

June 2016 - July 2020

The Chartered Institute for Securities and Investments, UK

Worked with the lead developer and Head of UX in designing and developing streamlined course pages and qualifications navigators while actively involved in their company newsletters (writing and building - using DotDigital). Also partook in various branding exercises conducted by the marketing department.

Editor/Writer/Publisher

Aug 2015 - June 2016

Roar Media, Sri Lanka

Started as a tech-writer covering the startup scene in Sri Lanka, headed the tech section and then went into building a dedicated content portal for the local language by planning, strategising and hiring a team to drive the platform.

CONTACT

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