# UMAIR SALIH

## DIGITAL MARKETING SPECIALIST

Sri Lanka | umairsalih2001@gmail.com | linkedin.com/in/umairsalih
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Digital marketing professional combining campaign planning, paid social, video production and donor communications with hands-on creative and web development. Experience delivering fundraising content, managing social accounts and connecting campaign ideas with practical digital enquiry journeys.

## SELECTED CAMPAIGN EVIDENCE

**Muslim Aid water campaign:** Generated 466 messaging conversations across two water-project ads on LKR 12,450.58 spend, a calculated LKR 26.72 per conversation.

**ZakatPlus:** Designed and built the donor calculator, project discovery and WhatsApp flow using Laravel/PHP and React. The recorded 2026 Analytics view shows approximately 2.6K active users and 3.5K views.

## PROFESSIONAL EXPERIENCE

### Takitro | Digital Marketing & Web Development Specialist

May 2026 - Present | Self-employed

Lead client communication and delivery across creative projects, digital marketing, e-commerce and Laravel applications. Develop concepts, contribute logo and poster designs, coordinate designers and contribute hands-on development with developer collaboration where applicable.

### Muslim Aid Sri Lanka | Digital Marketing Officer

April 2025 - April 2026 | Full-time

Planned and produced fundraising content and Meta campaigns. Wrote scripts, filmed and edited videos, managed WhatsApp enquiries, followed up donors, received payments and issued receipts. Developed the We Make a Smile concept, donor publications and ZakatPlus. Work included water appeals, World Humanitarian Day, Back to School and Ditwah response communications.

### Webtezza | Digital Marketing Coordinator

2024 - 2025 | Full-time

Managed company and client social accounts, filmed and edited client video content, prepared creative material and supported paid advertising. Contributed to shoot planning, production and social publishing.

Earlier experience: Graphic Designer, Oneplace Business Solutions; remote Software Engineer Intern, IT Starter.

## CREATIVE & TECHNICAL DELIVERY

Client creative work through Takitro includes Adler Nova, SOLO and Harmony Lifestyle Clinic. Supporting software work includes Vionzee e-commerce and ERP/application projects, combining client communication and project leadership with direct creative and development contributions.

## TOOLS

**Marketing:** Meta Ads, Meta Business Suite, Google Analytics, WhatsApp.
**Design & Video:** Illustrator, Premiere Pro, Canva, After Effects, CapCut.
**Development:** Laravel, PHP, React.

## EDUCATION

**SLIIT:** BSc (Hons) in Information Technology, specialising in Software Engineering. 2023 - 2027; in progress, expected 2027.
**University of Sri Jayewardenepura:** Diploma in Information Technology, completed 2023.