



About Me

Dynamic Digital Marketing and Creative Strategy professional with hands-on experience in FMCG campaigns, branded content, and YouTube-native storytelling. Proven ability to lead multi-platform digital initiatives, coordinate creative teams, and deliver content that drives engagement and brand impact. Blending a business-management foundation with creative execution and analytics, I bring a hybrid skill set suited for strategy-driven marketing environments.

Education

IPAC BUSINESS SCHOOL, FRANCE
Bachelor's in International Business Management
2020 - 2023

St.Nicholas' International College, Negombo
Advance Level- Mathematics
2009 - 2020

Skills

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Strategy development

Reference can be shared
upon request

WARNAKULASURIYA NIPUN RAPHAEL TISSERA

Marketing Executive

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Experience

Marketing Executive — CodeGen International · Full-time

Mar 2026 - Present

- Planning and executing data-driven marketing campaigns for brand visibility, lead generation, and customer engagement.
- Optimising performance through insights and analytics.

Trainee Marketing Executive — IDEAHELL

Jan 2025 – Present

- Contributed to digital and branded content strategy for YouTube creators and FMCG brands.
- Supported script development, creative concepts, and youth-focused storytelling projects.
- Coordinated production teams and contributed to marketing communication planning.

Marketing Executive — Yugen Solutions

Aug 2023 – Aug 2024

- Supported digital marketing strategies for hotels and SMEs brands in Negombo.
- Assisted in content planning, data-informed storytelling, and brand engagement initiatives.
- Coordinated creators, editors, and brand teams to execute campaigns.

Trainee — Asia Asset Finance PLC

Sep 2022 – Jan 2023

- Developed financial handling, customer communication, and documentation accuracy.
- Observed operational decision-making and asset evaluation workflows.

General Management Trainee — DPR Nipun Enterprise & The Claws Restaurant

Jun 2019 – Mar 2022

- Managed day-to-day operations and supported digital transformation initiatives.
- Gained understanding of business operations, customer relations, and leadership.

EXTRA

I AM AN ACTIVE COMMUNITY MEMBER AT ROTARACT CLUB OF NEGOMBO. INVOLVING IN SOCIAL WORK AND RAISING AWARENESS ON SEASONAL CAUSES.