




# SANDEESH GURUSINGH

+1 437 557 9323 

www.sandeeshg.com 

WEB DESIGNER & MULTIMEDIA CONTENT CREATOR  
DIGITAL MARKETING & BRANDING SPECIALIST

46, Columbia st w, Waterloo, N2L3K5 

## PROFILE

Creative and results-driven Web Designer & Multimedia Content Creator with over 4 years of expertise in digital marketing, branding, and e-commerce. Skilled in crafting high-performance websites, producing engaging multimedia campaigns, and optimizing content for maximum reach and impact. Proficient in Adobe Creative Suite, WordPress, SEO, and social media strategy, with a proven track record of delivering projects that elevate brand presence and drive measurable results. Passionate about blending design, storytelling, and marketing strategy to create digital experiences that connect with audiences. Known for adaptability, quick learning, and a collaborative mindset, with a deep love for technology, photography, and creative problem-solving.

## EDUCATION

2023 - 2025

### Diploma | Advertising and Marketing Communications

Conestoga College

Kitchener | Canada

2020 - 2021

### Certificate in Digital marketing

Sri Lanka Institute of Marketing

Sri Lanka

2019 - 2020

### Graduate Diploma | Business Marketing

Business Management School

Sri Lanka

## WORK EXPERIENCE

### WEB DESIGNER | MULTIMEDIA CONTENT CREATOR

ArborWorks | Northbay

05/2025 to Present

- Lead the design, development, and ongoing optimization of the company website with a focus on performance, SEO, and responsive UX.
- Capture and edit professional photos and videos for web, social media, and seasonal marketing campaigns.
- Produce branded promotional videos, video intros, and reels using Adobe Premiere Pro and Lightroom.
- Edit and retouch images for use across digital platforms using Adobe Photoshop and Lightroom.
- Collaborate with the social media coordinator to align content creation with campaign objectives.
- Manage the entire content pipeline, from concept to final output for visual and web assets.


### VIDEO CONTENT CREATOR (FIELD PLACEMENT)


Emco Corporation | Waterloo

01/2025 to 02/2025

- Scripted and edited short-form video content using existing footage for social media and internal training.
- Created animated elements and motion graphics to enhance storytelling.
- Simplified complex topics like rental and financing into clear, engaging video segments.
- Collaborated with the marketing team to align content with brand goals.


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## SKILLS

Adobe Photoshop	<div><div></div></div>
Adobe InDesign	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
Adobe After Effects	<div><div></div></div>
Adobe Premiere Pro	<div><div></div></div>
Google Drive	<div><div></div></div>
Microsoft Office Suite	<div><div></div></div>
Web Development	<div><div></div></div>
Photography	<div><div></div></div>
Social Media Marketing	<div><div></div></div>

## CERTIFICATIONS

2025

### Social Media Marketing

HubSpot Academy

2018

### Certificate in Photography Basics

Cameralk Institute

Sri Lanka

## WORK EXPERIENCE

### EXECUTIVE E-COMMERCE & CREATIVE DESIGN

Trident Corporation Pvt Ltd | Sri Lanka

06/2022 to 12/2022

- Managed digital marketing and creative design for five companies.
- Planned and implemented digital marketing initiatives.
- Improved e-commerce platforms with additional resources, landing pages, and UI/UX.
- Managed product photography, client queries, and online orders.
- Developed ad creatives and product photos for e-commerce and social media.
- Created promotional videos and animations.
- Managed social media initiatives while offering strategic recommendations.

### EXECUTIVE E-COMMERCE DEVELOPMENT

Emway Distributors Lanka Pvt Ltd | Sri Lanka

10/2020 to 04/2022

- Established e-commerce and digital strategy.
- Handled online orders, product uploads, and queries.
- Conducted product research and photographs.
- Designed advertisements and promotional videos.
- Managed social media initiatives and branding.


### SOCIAL MEDIA HANDLER AND DESIGNER

Chamber of Elegance Pvt Ltd | Sri Lanka

05/2019 to 10/2020

- Managed social media presence while creating unique content.
- Analyzed competition to develop efficient marketing strategies.
- Captured product and interior photography, designing eye-catching posts and videos.
- Led all sponsored social media efforts, increasing engagement and growth.



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## REFERENCES

### AKITHA NIMESH JAYARATNE

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### PATRICK SURIANO

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### DESHAN KANDEGAMA

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