

# ASHEN SILVA

## Digital Marketing Executive | Graphic Designer | Brand Designer | Social Media & Meta Ads Specialist

Dubai, UAE | +971 54 591 8788 | ashenonlive@gmail.com | Portfolio: [www.ashonlive.site](http://www.ashonlive.site) | LinkedIn: [linkedin.com/in/ashonlive](https://linkedin.com/in/ashonlive) | Behance: [behance.net/rootstudiolk](https://behance.net/rootstudiolk)

### PROFESSIONAL SUMMARY

Digital Marketing Executive and Graphic Designer with 6+ years of experience in social media strategy, Meta Ads, lead generation, brand identity, content creation, video editing, and campaign analytics. Experienced in UAE luxury real estate marketing with a track record of increasing qualified buyer inquiries, improving content output, and maintaining consistent brand execution across digital channels. Portfolio available at [www.ashonlive.site](http://www.ashonlive.site).

### CORE SKILLS

Digital Marketing: Meta Ads, Google Ads, SEO, SEM, Lead Generation, A/B Testing, Campaign Optimization, Email Marketing, CRM Integration, Google Analytics 4, Meta Business Suite, Performance Reporting

Creative & Design: Graphic Design, Brand Identity, Logo Design, Social Media Design, UI/UX Design, Video Editing, Motion Graphics, Print Design, Brochures, Digital Ads, Reels, Carousels

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Figma, Canva Pro, Midjourney, Adobe Firefly, ChatGPT, WordPress

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Executive

*HAUS 51 Real Estate Brokerage, Dubai, UAE | 2025 - Present*

- Develop and execute multi-platform social media strategies for luxury real estate listings across Instagram, Facebook, LinkedIn, and TikTok.
- Achieved a 15% uplift in qualified buyer inquiries through targeted visuals, campaign optimization, audience segmentation, and performance tracking.
- Produce high-end creative assets including reels, carousels, brochures, motion graphics, property advertisements, and digital campaign materials.
- Manage and optimize Meta Ads campaigns using A/B testing, audience refinement, budget monitoring, and conversion-focused creative strategies.
- Monitor campaign KPIs through Meta Business Suite and Google Analytics; prepare weekly performance reports for senior management.
- Integrate Generative AI tools including Midjourney and Adobe Firefly into creative workflows, improving content output by 3x while maintaining quality.

#### Senior Graphic Designer / Content Creator

*Deja Vu Real Estate Broker LLC, Dubai, UAE | 2023 - Aug 2025*

- Created premium visual content for luxury real estate listings across Instagram, Facebook, LinkedIn, brochures, digital ads, and launch campaigns.
- Designed brand identity materials, marketing collateral, social media campaigns, and property promotion assets for off-plan and resale listings.
- Managed content calendars to ensure consistent publishing, brand alignment, and timely delivery across digital platforms.
- Collaborated with sales teams to align visual storytelling, campaign objectives, property positioning, and target buyer personas.

#### Graphic Designer / Social Media Manager

*Mymaximus - People of Determination Rehabilitation Center, Dubai, UAE | July 2023 - Contract*

- Designed social media graphics, awareness campaign materials, and digital content aligned with the center's mission and audience needs.
- Managed posting schedules, community engagement, and platform growth across Instagram and Facebook.
- Produced inclusive and compassionate brand visuals that supported awareness, engagement, and organizational communication goals.

#### Graphic Designer / Social Media Handler

*Athirili, Sri Lanka | 2021 - 2023*

- Designed social media content, flyers, posters, banners, and digital marketing assets while maintaining consistent brand identity.
- Managed Instagram and Facebook content calendars, tracked engagement metrics, and reported performance insights.
- Supported campaign planning, content creation, and brand communication across digital platforms.

### SELECTED ACHIEVEMENTS

- Increased qualified real estate buyer inquiries by 15% through targeted digital marketing and visual campaigns.
- Improved follower growth by 30% for a UAE health and rehabilitation brand through consistent social media management.
- Boosted content production by 3x using Generative AI-assisted creative workflows.

- Published portfolio of design, marketing, and campaign work at [www.ashonlive.site](http://www.ashonlive.site).

## **EDUCATION & CERTIFICATIONS**

Diploma in Graphic Design | Design Institute, Sri Lanka | 2014 - 2016

Digital Marketing Certification | Google Digital Garage | 2019

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Meta Certified Digital Marketing | Meta Blueprint | 2021

## **ADDITIONAL INFORMATION**

Availability: Immediate | Work Type: Full-time, Contract, Freelance | Location: Dubai, UAE | Languages: English, Sinhala |  
Open to relocation and travel