

CHATHURA WIJEKURUPPU

Colombo, Sri Lanka | (+94) 712 154 634 | chaturawijekuruppu@gmail.com

[in chathura-wijekuruppu](#) www.chaturaw.com

Technical SEO Manager | SEO Team Lead | Web Analytics Expert | Certified Search Marketing Specialist

PROFESSIONAL SUMMARY

An accomplished in-house SEO Manager, with proven track record of 8+ years in growing organic traffic for multiple websites across different industries. Well expertise in Technical SEO and Web Analytics, with additional knowledge of HTML & CSS. 6 years experienced in managing a diversified team of SEO specialists at a Global bank.

AREAS OF EXPERTISE

Search Engine Optimization (SEO)
Web analytics & insights
Content marketing
Technical SEO

Digital Marketing Strategy
Conversion Rate Optimization
Data Analysis
SEO Team Management

CAREER HIGHLIGHTS

www.cinnox.com

- Overall traffic has been improved by 300% within in 6 months.
- Organic non branded keywords composition has been improved from 600 to 1800.
- Organic conversions have been improved by 4x.

www.hsbc.com

- Achieved an 83% increment in organic keywords in the Australian user base within 2 years.
- Successfully implemented tracking (Tealium) & setup web analytics dashboards (Adobe Analytics) for HSBC global intranet project (Workplace)
- Consecutively ranked as one of the best (7th & 6th) corporate websites in the world by Bowen Craig rating.

www.frankdarling.com

- Was able to improve overall organic traffic by 50% within 3 months.
- Improved overall SERP rankings for more 'money keywords' such as engagement, and wedding rings.
- Overall sales (ROI) have improved by 33% within 3 months.

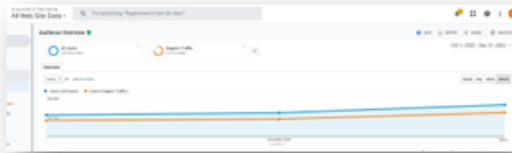
EXPERIENCE

OCT 2022 - PRESENT

TECHNICAL SEO MANAGER, FRANK DARLING (RETAIL)

- Implemented and developed SEO strategies for growth and ROI.
- Led SEO audits, analyzed deliverables, and communicated recommendations to teams.
- Managed on-page SEO for clients, optimizing content and elements for visibility and rankings.

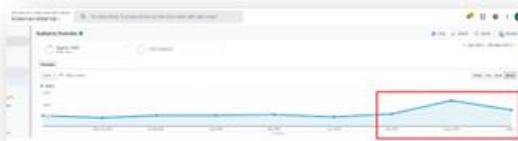
- Stayed updated with SEO trends, algorithm changes, and best practices.
- Acquired in-depth website understanding, optimizing structures and enhancing user experiences.
- Specialized in faceted navigation optimization for E-commerce CMS systems.
- Tracked and analyzed technical factors influencing search visibility and crawling.
- Monitored indexability, redirects, errors, providing insights for performance enhancement.
- Conducted keyword research to optimize content.
- Collaborated with web development teams for smooth workflow and best practices.
- Improved website loading speed and performance for better user experience and rankings.
- Implemented structured data/schema markup for search engine understanding and rich snippets.



JUN 2022 - PRESENT

SEO CONSULTANT, CINNOX (TELECOMMUNICATION)

- Conduct page optimization for search engine marketing.
- Improve website and pages in Google SERP through on-page and off-page SEO metrics.
- Conduct regular technical, on-page, and off-page audits on mobile and desktop versions, identifying and resolving SEO ranking and performance issues.
- Write compelling and high-quality website content, including blog articles and page descriptions. Execute link-building campaigns through creating and promoting linkable assets, outreach, and submission-based link-building.
- Provide consultancy and manage Performance Marketing and Search Marketing teams.
- Measure key SEO metrics: organic traffic, ranking positions, domain authority, conversions, conversion rates, dwell time, and organic return visits. Provide insights and recommendations for improvement.
- Manage SEO-related assets and tools/platforms: Google My Business, Search Console, Analytics, Keyword Planner, Tag Manager, Ahrefs, SEMrush, etc.
- Stay updated with SEO trends, algorithm updates, and new tools/practices for keyword strategy, content creation, optimization, backlinking, and metadata.

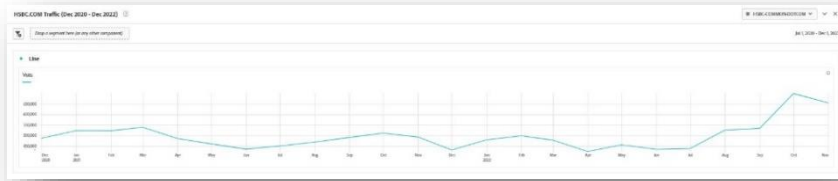


NOV 2020 - NOV 2022

DIGITAL INSIGHTS MANAGER, HSBC (BANKING)

- Implemented SEO strategies to improve organic traffic, achieving a 170% increase in traffic from the USA in 4 years.
- Conducted monthly SEO audits to enhance site crawlability.
- Integrated Tealium for conversions and user tracking.
- Developed web tracking requirements and performed testing for HSBC-owned websites.
- Connected Adobe Analytics and Tealium for data collection.
- Analyzed website performance and competitive trends.
- Automated key reports using Google Data Studio and SEMrush.

- Shared web analytics reports with stakeholders regularly.
- Created PPC campaigns to boost paid traffic and target keywords.
- Managed a team of 8 SEO specialists from multiple countries.
- Developed strategies, conducted research, and drove website improvements.
- Maintained relationships with internal stakeholders from different regions.



NOV 2015 - OCT 2020

WEB CONTENT MANAGER, HSBC (BANKING)

- Created a content strategy to support the editorial team with regular publishing articles in www.hsbc.com.
- Conducted keyword research & competitor analysis to keep the hsbc.com site's content up to date.
- Applied different website optimization ideas to divert traffic into different HSBC channels.
- Worked along with design & editorial teams in developing digital assets for different campaigns.
- UX journey tagging and testing tracking implemented to understand customer funnels, UX journeys & best-in-class digital experience.

NOV 2013 - OCT 2015

DIGITAL CONTENT ASSOCIATE, ROBIN SEEDS PVT LTD (AGRICULTURE)

- Manage Web content for Robinseeds.lk website.
- Conduct regular updates for CMS (WordPress)
- Maintain content standards while improving the site content quality.
- Develop content marketing plan to improve site's SERP visibility

EDUCATION

AUG 2020 - AUG 2021

MBA (MARKETING), UNIVERSITY OF BEDFORDSHIRE

Master of Business Administration, specializing in Marketing

JAN 2021 - JAN 2022

CDMS, DIGITAL MARKETING INSTITUTE

Certified Digital Marketing Specialist in Search Marketing

OCT 2014 - OCT 2017

HND, PEARSON BTEC

Higher National Diploma in Computing and Systems Development

CERTIFICATIONS

MAR 2022

A/B TESTING & DATA SCIENCE, EVOLYTICS

A/B Testing & Data Science training course

APR 2021

DIGITAL MARKETING ANALYTICS CERTIFICATION, CDM

In-depth Marketing Analytics certification program

TOOLS

Adobe Analytics

Google Analytics

Google Ads

Google Search Console

SEMRush

Ubersuggest

Sprinklr

Facebook Ads

Screaming Frog

PowerBI (DAX Coding)

Siteimprove

Ahrefs

ContentSquare

Google Tag Manager

Tealium

Moz Tool

Silktide

REFEREES

Ashan Fonseka

Vice President, HSBC GSC Colombo

Cell: +94-777-342-204

Roshan Ranasinghe

Head of Digital Workforce, HSBC GSC Colombo

Cell: +94-771-163-168