




NIRESH FERNANDO

MARKETING & MULTIMEDIA SPECIALIST | BRAND STRATEGIST

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 /nireshfernando

PROFILE

Creative and results driven Marketing and Multimedia Specialist, Brand Strategist, with 10+ years of international experience across Australia, UK, and Sri Lanka. Skilled in developing and delivering marketing strategies that improve brand visibility, engagement, and business growth. Strong in team leadership, stakeholder management, and working collaboratively to achieve results.

KEY ACHIEVEMENTS

- Produced branded content for Mitsubishi Australia, enhancing storytelling and engagement.
- Led creative direction for EFS YouTube projects, including a 4 day Moreton Island series.
- Delivered end to end marketing content projects across video, photography, and digital platforms.
- Executed large scale outdoor campaigns at GOA Billboards, supporting brand visibility for leading clients.
- Gained international experience at Harrods (UK), contributing to premium brand presentation and customer experience.



WORK EXPERIENCE

CARROLLS SPRINGS, EFS 4X4 ACCESSORIES AUSTRALIA

Nov 2024 – Present

Marketing & Multimedia Specialist

- Plan and execute integrated marketing content across digital, social, and video platforms to support brand growth and engagement.
- Lead end to end campaign production (concept, content creation, execution) aligned with marketing objectives and audience targeting.
- Develop high quality B2B and branded content, including video, social media, and promotional assets to support sales and marketing teams.
- Collaborate with stakeholders and external teams to deliver consistent brand messaging and digital experiences.
- Contribute to brand awareness and audience growth through strategic content creation and storytelling (including YouTube campaigns and branded collaborations)

OZANDA PROPERTY SERVICES, BRISBANE, AUSTRALIA

Jul 2023 – Nov 2024

Graphic Designer

- Develop designs that elevate brand identity across platforms.
- Ensure design consistency in all marketing materials for a cohesive, professional look.
- Design engaging website graphics for a user-friendly, aesthetic online experience.
- Create visually compelling social media content to boost digital presence and engagement.
- Collaborate with marketing to produce promotional materials, brochures, and presentations that effectively communicate their services to clients and partners.
- Design eye-catching internal communication materials for effective visual communication within the organization.

GOA BILLBOARDS, BRISBANE, AUSTRALIA


FEB 2023 – JUN 2023


Graphic Designer


- Billboard and outdoor advertising concept developments and presentations, including mock-ups of artwork insitu.
- Billboard design from the initial brief through to finished artwork (print and digital).
- Checking artwork supplied by clients.
- Assisting with the production of marketing material and sales collateral.
- Assisting with the preparation of presentations and event materials.
- Website maintenance and updates.
- Assist in social media content and posting.
- Taking high quality digital photographs of billboard locations

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WORK EXPERIENCE

MEDIA BANK, SRI LANKA Founder/Creative Director

JUL 2017 – DEC 2022

- Oversee creative development from concept to production, ensuring content aligns with client requirements.
- Develop and brainstorm visual solutions for marketing and creative needs, including all print assets, short videos, infographics, logo treatments, and TV/digital marketing support.
- Think strategically to understand the "big picture" of projects/campaigns and help the team meet project deadlines.
- Manage and maintain high standards across departments: Website Development, Graphic Production, Still & Moving Image Production, Digital Marketing, etc.
- Conceptualize and design multimedia sponsorship graphics for events, including large-scale signage, banners, posters, handouts, and event materials.

MTV CHANNEL – CAPITAL MAHARAJA GROUP, SRI LANKA Brand Development Executive

DEC 2015 – JUN 2017

- Ensure monthly rating reports are reviewed and suggest necessary programming changes.
- Monitor and review programming to meet station guidelines and schedules.
- Manage trailer schedules, introduce new methods and creative concepts.
- Update and maintain GEN 21 for TV1 programming.
- Assist Production Manager and Programming Director in proofing and finalizing monthly schedules, and oversee channel presentation.
- Coordinate programs among Stein Studios, MTV Library, Scheduling Division, and MCR.
- Work closely with all divisions to address and resolve urgent matters.
- Update and maintain TV1 website, social media, and YouTube content.

HARRODS, KNIGHTSBRIDGE, UNITED KINGDOM Sales Advisor - Hampers Department.

NOV 2012 – OCT 2015

- Advise customers on product selection and process transactions in-store and over the phone.
- Achieve individual sales targets by maximizing every sales opportunity.
- Organize deliveries within the UK or handle export services.
- Build and maintain strong relationships with clients, department, and store staff.
- Liaise with customer service, management, and clients to resolve complaints and ensure outstanding customer service.

SERA CREATION IDEA PVT LTD, SRI LANKA Junior Designer (Graphics and Video)

JUN 2011 – SEP 2011

- Determine the best style, technique, and medium for promotional strategies.
- Present and explain ideas confidently to clients and colleagues.
- Create rough sketches and proofs to produce high-quality work.
- Design advertisements, brochures, handouts, flyers, and online graphics.
- Stay updated on new software, post-production techniques, and industry trends.

EDUCATION

MASTER OF DESIGN (MDES) Griffith University, South Bank, Brisbane

2023 – 2024

Key study areas include: Still and Moving Image, Experience Design, Visual Communication, Emerging Design Futures, Interactive Design, Prototyping, Professional Design Practise, Design Research Methods, Masters Design Project. Design Thinking, etc.

CERTIFICATE IN DIGITAL MARKETING Sri Lanka Institute of Marketing (SLIM)


2021 – 2021


Key study areas include:


An Introduction to Digital Marketing, Search Engine Marketing and Optimization, Social Media Marketing, Introduction to Analytics, Online Reputation Management and Crisis Management

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EDUCATION

BA (HONS) INTERACTIVE MEDIA DESIGN - (2:1) University of East London, United Kingdom

2011 – 2015

Key study areas include: Visual Design, Graphic Design, User Interface & User Experience Design (Web/Mob Apps), Film & Video Production, Digital Marketing, Photography, Web Design (HTML,CSS), New Media Research Concept and Methodologies, Media Pro Multimedia Principles and Design, Multimedia Hardware, etc.

DIPLOMA IN INTERACTIVE MEDIA South Asian Institute of Technology and Management

2010 –2010

Key study areas include: Art and Design introduction, Pixel graphics with Adobe Photoshop, Vector graphics with Adobe Illustrator, Layouts with Adobe Indesign, Video editing with Adobe Premiere, Final Cut. Audio editing with Sound Forge, Web Design with Adobe Dreamweaver - HTML & CSS, Animation with Adobe Flash.

G.C.E O/L EXAMINATION Holy Cross College, Sri Lanka

1997 –2007

Passed the GCE (O/L) Examination in 2007 at Holy Cross College Sri Lanka.

EXTRA CURRICULAR ACTIVITIES

- Former Member of Surrey Cricket Club & Sri Lankan Cricket Academy.
- A member of School Senior Western Band and the School Choir.

CAREER OBJECTIVE

- To offer my services to an organization, which recognizes creativity, competence and personal commitment.
- My aim is to advance in my career by enhancing my qualifications and skills, gaining the trust of the organization, and accomplishing my personal goals.

INTERESTS

I enjoy variety of activities such as Cricket, Swimming, Music, Editing and Designing

REFERENCE

Academic and employment references available on request.