

Christela de Silva

Performance Marketing Specialist | Specialising in Paid Social Media | Agency Bred

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PROFESSIONAL SUMMARY

I create winning ads! Agency-bred Performance Marketing Specialist with 5+ years of experience scaling paid social campaigns across Meta, TikTok & LinkedIn, specialising in social advertising for multi-client portfolios with budgets of up to A\$500K/month. Confident in client-facing roles, developing strategies, optimising campaign performance and driving revenue growth for clients. Friendly, approachable and creative, with a passion for building strong client relationships and delivering results that matter.

CORE SKILLS (SENIOR LEVEL)

Social Media Management | Paid & organic campaigns with budgets up to \$500K per month (AU & UK clients)

Performance Marketing | Data-driven paid media strategy focused on ROAS, CPA and revenue growth

Brand Management | Brand positioning, visual identity and consistent messaging

E-commerce & Web Analytics | Shopify optimisation, CRO & performance tracking via GA4 & platform analytics

Project & Workflow Management | Campaign planning, cross-functional coordination & on-time delivery

Copywriting & Editing | Conversion-focused copy for ads, websites, landing pages and email.

EDM & Automation Marketing | Email strategy, segmentation and automated flows to drive retention

Content & Influencer Marketing | Content strategy, creator partnerships & cross-channel campaign execution

Creative Production | Video and audio recording, editing and storytelling

OTHER SKILLS (PROFICIENT LEVEL)

Entrepreneurship

Google Advertising

Keyword Planning

Vibe Coding

TOOLS & PLATFORMS

Ads managers | Meta Business Manager, TikTok Ads Manager, LinkedIn Campaign Manager

Ad platforms | Google Ads, Microsoft Advertising, ChatGPT Ads Manager

Commerce & analytics | Shopify, Woocommerce, GA4, Google Tag Manager, Triple Whale, Data Studio

Social & content | Hootsuite Pro, Canva Pro, Capcut Pro, Holo Ai

Creative | Adobe Illustrator, Adobe Lightroom, Affinity

CRM, EDM & automation | Salesforce, Hubspot, Klaviyo, Mailchimp

Project & comms | Wrike, Trello, Slack, Basecamp

AI tools | Claude, ChatGPT, Google Gemini, Nano Banana, Lovable

Social Listening | Brandwatch, Semrush

EXPERIENCE

23 Digital Pty Ltd, Melbourne, Australia- **Performance Marketing Specialist**

Full-time | In house | June 2026 to Present

- Build, launch, manage and optimise paid social campaigns across Meta, TikTok, LinkedIn and Pinterest for a portfolio of agency clients.
- Act as a key point of contact for client communications, managing expectations, campaign updates and performance reporting.
- Monitor and optimise campaign performance against agreed KPIs including ROAS, CPA, CTR, conversions and lead quality.
- Apply ongoing campaign optimisation through audience refinement, creative testing, bid strategy adjustments and budget management.
- Maintain clean and organised account structures and platform hygiene across all managed accounts.
- Lead client onboarding, including running paid media discovery sessions and translating client goals into campaign strategy.
- Collaborate with Account Managers, Designers and Content teams to ensure campaigns align with client objectives and creative direction.
- Review creative assets and copy, providing feedback to ensure alignment with platform best practice.
- Manage 23 Digital's company LinkedIn page and contribute to internal knowledge-sharing initiatives.

A & S Group Holdings, Melbourne, Australia- **Marketing Manager- Paid Media** (*Promoted Internally*)

Full-time | In house | February 2026 to June 2026 (4 Months)

- Develop overall paid marketing strategies to achieve targets in advertising, PR, sales in consultation with senior leadership.
- Lead the team in monthly paid media strategy with ROAS targets and performance accountability.
- Direct the organic team in EDM & multi-channel campaign planning by measuring KPIs.
- Lead the social growth strategy & influencer management to scale brand reach & UGC performance.
- Organise & control sales activities including product mix, campaign timing & promotional execution
- Reverse declining brand performance trends through targeted growth strategies.
- Manage & structure workflow across the overseas & Melbourne marketing teams with clear comms.
- Hire & onboard suitable marketing staff to strengthen internal capability & performance.
- Drive offline marketing activations including events, partnerships & brand-led initiatives.
- Deliver structured performance reporting with clear revenue, ROAS & campaign tracking.
- Train & upskill the marketing team on the latest digital tools, AI platforms & emerging industry trends.
- Full ownership of product development lifecycle, from concept creation to market execution.
- Oversee brand positioning, pricing direction, merchandising coordination & distribution alignment.

A & S Group Holdings, Melbourne, Australia- *Digital Marketing Specialist*

Part-time | In house | June 2023 to February 2026 (2 Years & 8 Months)

- Hands-on paid social advertising across Meta, LinkedIn and TikTok for 20 brands.
- Managed the full social ecosystem including content marketing, paid campaigns, EDMs, influencer marketing and brand activations.
- Content strategy & hands-on creative production, including video/ audio editing, design edits, asset creation, AI-driven marketing, cross-channel distribution and performance optimisation.
- Supported Shopify e-commerce updates, product uploads, copywriting & brand consistency.
- Produced analytics reports and performance insights to optimise growth across brands.

Central Queensland University (CQU), Melbourne, Australia- *Ambassador for Social Media Marketing*

Part-time | In house | August 2025 to February 2026 (7 Months)

- Creating fun & engaging content marketing, from content strategy & content creation.
- Supporting on-site event marketing & promotion
- Hands-on scheduling & cross-channel publishing using content planning & scheduling tools.
- Assisting with maintaining brand consistency, tone of voice & timelines across all platforms.
- Work closely with internal stakeholders across marketing, events & students to deliver timely, high-quality outputs.

Ceylon Digital, Manchester, United Kingdom- *Brand Growth Manager*

Full-time | Remote | June 2022 to June 2023 (1 Year)

- Implemented digital marketing strategies to enhance brand visibility, audience engagement & customer interaction for 10 UK e-commerce clients.
- Communicated directly with brand owners, managing expectations and campaign performance.
- Collaborated with overseas teams for task allocation, workflow management and delivery timelines.
- Continuously upgraded marketing activities using latest digital channels and trends.
- Provided customer care, resolved issues, guided team members and oversaw all aspects of brand marketing campaigns to achieve targeted results.

GABRIELLA - *Entrepreneur / Founder*

Side-Hustle | D2C micro-brand | April 2014 to April 2024 (10 Years)

- Built a profitable direct-to-consumer micro-brand in women's footwear, owning brand, product and digital operations end-to-end.
- Featured in multiple renowned Publications in the Business sector for entrepreneurship and e-commerce success. (Cosmopolitan, Daily FT & The Sunday Times)
- Planned & executed seasonal product drops, including content, email marketing, paid social campaigns and creator partnerships.
- Managed all digital marketing, customer care, team task allocation and brand operations, continuously updating strategies using emerging marketing channels to drive profitability.

EdCom International - Information Technology Lecturer

Part-time | In house | August 2016 to April 2019 (2 Years & 8 Months)

- Delivered Microsoft Office and key information technology lessons to primary and secondary-aged students.

EDUCATION

Central Queensland University (CQU) | Masters of Business Management (Marketing) with *Distinction*

Central Queensland University (CQU) | Graduate Diploma of Marketing with *Distinction*

Central Queensland University (CQU) | Graduate Certificate in Management with *Distinction*

Chartered Institute of Marketing (CIM) UK | Certificate in Professional Digital Marketing with *Merit*

Asia Pacific Institute of Digital Marketing (APIDM) | Diploma in Digital Marketing with *Merit*

Imperial Institute of Higher Education (IIHE) | Certificate in Business Psychology

AWARDS & PRESS RELEASES

The Most Outstanding Performance of the Year award | APIDM

ACIM Member | (CIM) UK

Cosmopolitan Magazine Feature | Entrepreneurship section (July 2019 Issue)

Daily FT paper Feature | Homegrown E-commerce businesses (July 2019 Issue)

The Sunday Times Magazine Feature | The Footwear Industry (May 2021 Issue)

Read articles online- www.linkedin.com/in/christela-hashani-de-silva/

NON-RELATED REFEREES

Susie Bate | Deputy Director of Digital Experience Innovations at Central Queensland University (CQU)

Contact information upon request