

DILSHAN MAPITIGAMA

EXPERIENCED CREATIVE LEADER AND AI ADVOCATE, DRIVEN BY CULTURAL INSIGHTS AND TECHNOLOGY, SEEKING GROWTH OPPORTUNITIES IN CREATIVE DIRECTION TO LEAD INNOVATIVE CAMPAIGNS, INSPIRE TEAMS, AND DRIVE BUSINESS IMPACT.



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Manager – Digital Content | GroupM April 2023 – Present

- Leading the Digital Content Team and ORM/CRM Team, managing a diverse group of Writers, Designers, Community Managers, and Client Leads.
- Setting the creative vision and ensuring high standards for content strategy, storytelling, and visual execution across all digital platforms.
- Overseeing the end-to-end content process— from ideation, writing, and design to editing, scheduling, and publishing.
- Driving innovation by researching and integrating AI tools to enhance content creation, automation, and workflow efficiency.
- Conducting team training on AI-powered tools and emerging industry trends to maintain a competitive creative edge.
- Leading brainstorming sessions to generate disruptive campaign ideas and content strategies that push creative boundaries.
- Spearheading client pitches and campaign rollouts, ensuring content aligns with brand objectives and audience engagement goals.
- Managing client relationships, working closely with Client Leads to understand business goals, craft impactful content strategies, and deliver measurable results.
- Fostering a culture of creativity, continuous learning, and experimentation to elevate the digital content experience.

Digital Team Lead | GroupM November 2020 – April 2023

- Served as Digital Team Lead while continuing responsibilities as a Content Writer.
- Led the Digital Content Team, overseeing content strategy, execution, and quality control.
- Ensured high standards of content quality and maintained timely content delivery across digital platforms.
- Managed social media accounts, overseeing content planning, engagement, and brand alignment.
- Attended ORM (Online Reputation Management) activities, monitoring brand conversations, responding to customer interactions, and mitigating potential crises.
- Contributed to client pitches, providing strategic insights and creative input to enhance campaign proposals.
- Stayed ahead of industry trends, continuously adapting strategies to align with evolving digital landscapes.

English Copywriter | GroupM

January 2019 – November 2020

- Developed compelling content and messaging for multinational and local brands, managed social media and ORM, contributed to client pitches, and ensured brand alignment.

Education

Canadian University Dubai 2013– 2017

Bachelor of Arts in Mass Communications.
Majoring Advertising.

The Winchester School, Dubai 2006 – 2013

CIE A Levels, AS Levels and IGCSEs(O/L)