**Udani Wijayasundara**

**Mobile:** +9477-0772973

**Email: udaniisanka@gmail.com**

**Personal profile**

* An experienced and award-winning journalist with a passion for creative writing
* High skills of working individually or as a team
* Pleasant personality even under any circumstances
* An avid - learner
* The ability to translate any type of document (English to Sinhala)
* Professional Transcriber
* Ability to localize the content according to the dialect.
* Came into contacts with peers and media institutes
* Ability to maintain contacts with any valuable person or an institute within a shorter-time
* A polyglot learner
* Ability of making video contents

***Achievements***

* **Won Upali Wijewardane (Best Feature Writer of the Year) award (Sinhala) in year 2009 bestowed by Editor’s Guild and the Press Institute of Sri Lanka.**

***Professional experience***

* Currently, I am working as a Public Relations Executive at **Wire Communication Consultancy (PR Wire**), Kiribathgoda, Sri Lanka.
* A professional translator and content writer for business-related articles
* Worked with **Right to Life Sri Lanka**, providing English subtitles for video contents.
* Over 12 years of experience as a journalist at **Lakbima Sunday edition**. (one of leading national Sinhala newspapers)
* (2006- 2014) **Lakbima News Papers** (Pvt) limited – Editorial Journalist (full time)
* Over 12 years of expertise in feature writing, subbing, news-reporting, caption-writing etc.
* More than 6 years of working experience as a Sub Editor
* Worked as the Editor of Manjusawa oF Lakbima Irida Sangrahaya (2009-2014)
* Over 6 years experienced annual news collection (Dina Dina Withthi )
* (2002) Joined with Lakbima News Papers (Pvt) Limited (as a Freelancer)
* Translated many articles (English- Sinhala) for newspaper purposes.
* Covered a wide range of areas of features (news, current issues, social issues, literature, culture, education) as a full-time journalist.
* Never failed to meet deadlines
* Interviewed many types of persons for bringing their problems into social awareness

***Responsibilities:***

* Demonstrated curiosity by following up leads for potential new stories; resulting to feature page stories on the weekend in the role.
* Wrote multiple stories per day and front-page stories on last-minute notice whilst meeting deadlines constantly.
* Reported on politics, war and peace, arts and culture, health and public safety and the relationship between these issues.
* Conducted interviews with readers, sources and anyone directly involved in a story to produced effective stories.
* Worked closely with other senior journalists and the editors; resulting in gaining strong journalism ethics.
* Conducting in-depth research on industry-related topics in order to develop original content.
* Developing content for blogs, articles, product descriptions, social media, and the company website.
* Assisting the marketing team in developing content for advertising campaigns.
* Editing and polishing existing content to improve readability.
* Creating compelling headlines and body copy that will capture the attention of the target audience.

**Educational Qualifications-**

* GCE O\L examination (1995) –( Sinhala-D, Buddhism-D, Mathematics-C, English-C, Science-C, Social Study-C, Arts-C, Agri Culture-C)
* GCE A\L examination (1998) – (Sinhala-C, Logic-C, Buddhist Civilization-C, Economics-s)
* Followed a photographic course - Hagoda Seya shilpa Nikethana – Nawala, Sri lanka (1999)
* Followed a journalism course at Vocational and Training Centre - Kadawatha, Sri Lanka. (2000)

**Personal details**

**Full name:** Wijayasundara Mudiyanselage Udani Isanka Wijayasundara

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**Mobile:** +9477-0772973

**E Mail** – udaniisanka@gmail.com

**Date of Birth**- 1979-04-02

**School** - Ananda Balika Vidyalaya, Colombo 10, Sri Lanka.

I do hereby certify that above-mentioned information is true and accurate.

Sincerely,

Udani Isanka Wijayasundara Date:22.10.2020