



SESHANKA SAMARAJIWA

COMMUNICATIONS STRATEGIST / CREATIVE DIRECTOR

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PROFILE

I work at the intersection of storytelling, audience insight, and campaign execution that compel people to action. For over a decade I have led audience-first strategies for purpose-driven organisations across nonprofit, government, humanitarian, and commercial sectors, driving measurable outcomes in fundraising, community engagement, and brand awareness.

My strategic decision making is guided by empathy. The work is finding the shared human experience inside a complex issue and making it felt. In purpose-driven communications this means understanding that your audience is a community, not just a customer — and that the message must hold up and benefit members, donors, partners, press, and the public simultaneously.

The results-driven mindset I have developed over a decade of commercial practice as a solo practitioner has proven to translate directly to the demands of the rigorous political and advocacy environment. Working across strategy, creative direction, client management, production, and business development simultaneously means every outcome has been a direct reflection of decisions made without a safety net. That accountability builds a specific discipline: knowing what winning looks like before the work begins, and the adaptive capacity to get there.

I work best in collaboration where genuinely diverse - sometimes opposing - perspectives are held together by respect and a common goal.

EXPERIENCE

WONDER CREATIVE

Owner and Creative Director Sept 2016 - Present | NSW - Wide

A creative agency specialising in human-centric visual storytelling for purpose driven brands and non-profits. An owner-operated business in which I lead every stage of each project from audience discovery and narrative strategy through to production and platform delivery.

Key Client Work

- **PCRF Australia (Palestine Children's Relief Fund)** — Developed a full communications and fundraising strategy for the Ramadan 2026 campaign: Meta advertising architecture, organic social strategy across all platforms, influencer video scripts for four creator activations, a Canva design brief for campaign creative, and a creator self-filming guide for user-generated content. Built end-to-end to drive both awareness and donation conversion.
- **We Care Connect** — Led strategy, production, and creative development for a brand film and photography suite supporting the launch of the We Care Village giving platform. A story-led approach centred on real foster carers, volunteers, and affected families, designed to work across donor communications, grant applications, and long-form social. Content remains in active rotation after two-plus years.
- **Central Coast Council** — Produced an animated explainer translating complex environmental policy data into a story felt by residents, creating an emotional driver for community participation in local environmental strategy. Audience: 350,000 residents.
- **Husqvarna Australia** — Leading an ongoing documentary-style testimonial campaign translating the human benefits of autonomous technology for audiences from homeowners to commercial operators. The first series outperformed every Husqvarna benchmark at launch and supported a 10× growth in robotic mower sales. Campaign continues across Australia and New Zealand.

- **King's Funerals** — Developed and produced a human-centric brand campaign for a three-generation family business, built around the theme of "Funerals Your Way." Reframing a difficult conversation into one of respect, celebration of life, and choice through a suite of video assets and photography.

ADRENNIAL

Head of Content April 2021 - Aug 2021 (Contract) | Darkinjung/Central Coast, NSW

Led a team of four filmmakers and photographers delivering social-first and documentary-style content for a content-led start-up. Managed the company's first cohort of international influencer partnerships: developing briefs, overseeing production, and ensuring brand alignment across creator outputs. Delivered high-volume, high-quality content under significant production & budget pressure.

CIVIC ENGAGEMENT

Free Palestine Newcastle — Managed the organisation's social media channel as the primary public-facing audience touchpoint — developing content, promoting local events, and liaising with community groups across regions to build mutual cooperation and coordinate collaborative activities. Direct experience navigating a values-driven political environment where messaging must serve multiple audiences simultaneously.

EDUCATION

Bachelor of Communications — Edith Cowan University, Mt Lawley (2006)

VALUES PROPOSITION

Leadership & Interpersonal

I believe that culture drives exceptional work for longer and more sustainably than talent, and my work is to create that culture. In my experience an exceptional culture features clarity of purpose, shared expectations, and accountability runs in every direction: to the goal, to each other, and to the quality of the work. It requires a team of passionate experts that are dedicated to the best possible outcome. And that team deserves empowerment, appreciation, advocacy and the least possible amount of friction in carrying out their expertise. Also, every person has intrinsic value beyond their output and should be regarded as such. Stress testing on dozens of high-stakes production sets as Director/Director of Photography, where final output of the work on set is always a direct expression of the culture; has allowed me to finetune my approach and adaptability.

Human-Led AI & Automation

I am developing applied AI workflows using Claude and related tools to effectively bridge the gap between my available resources and the operational capacity I require. My focus is on creating solutions for: Content strategy and production, Research synthesis, Campaign planning and Process automation.

Additionally, I am integrating Claude into existing workflows, such as video editing and web design.

My key principles regarding this technology include:

- Utilising it to establish systems that allow more time for tasks that necessitate my creativity and critical thinking.
- Ensuring that the work produced remains fundamentally my own, framed within my personal integrity.

COMPETENCIES

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|---------------------|----------------------------------|--------------------------|
| • Audience mapping | • Influencer strategy & briefing | • Copywriting |
| • Data insights | • Paid media strategy | • Stakeholder management |
| • Campaign planning | • Narrative development | • PR |
| • Content strategy | • Video & stills production | |

TOOLS

Creative

- Photoshop/Lightroom
- Premiere Pro/Resolve
- Canva

Campaign & Analytics

- Meta Ads/Business
- Google Ads/Analytics

Operations

- Google Workspace
- Wordpress
- CRM