

ANDREW FONSEKA

PERFORMANCE MARKETING SPECIALIST

+1 (778) 681-9041 | contact@andrewfonseka.com | [linkedin.com/in/andrewfonseka](https://www.linkedin.com/in/andrewfonseka) | [andrewfonseka.com](https://www.andrewfonseka.com) | Surrey, BC

PROFESSIONAL SUMMARY

Performance Marketing Specialist with 3 years of professional experience.. At Aegon, one quarter of LinkedIn campaigns generated \$3.5M in qualified pipeline on \$14,800 spend; at Kites Global, a new gold-loan product hit \$400K in deposits on a \$50K budget and won a Gold Effie Award. Built a Power BI dashboard and a HubSpot/N8N/Zapier automation eliminating 60+ hours of manual work weekly.

PROFESSIONAL EXPERIENCE

Aegon

Digital Marketing Specialist

Langley, BC

Jan 2025 – Present

- Manage \$200K+ quarterly paid media budget across Google Search, Display, Meta, LinkedIn, and programmatic, targeting high-net-worth (HNW) investors directly and financial intermediaries (advisors, brokers).
- Generated \$3.5M in qualified sales pipeline (premium value) in one quarter from a \$14,800 LinkedIn campaign targeting high-net-worth prospects (80 qualified leads at \$185 cost-per-lead, 25% converting to opportunity), and built multi-touch attribution reporting in HubSpot to validate the result for Sales and Finance leadership.
- Cut Cost-Per-Acquisition 22% quarter-over-quarter and lifted digital consultation conversion rates 18% by pairing multivariate A/B testing with custom audience segmentation built around wealth transfer and estate planning buyer journeys.
- Identified a regional ad-spend reporting gap and built a Power BI dashboard from scratch, cutting lead response time from roughly a week to same-day (~70% reduction).
- Built a HubSpot lead-routing and reporting automation in N8N and Zapier, eliminating an estimated 60+ hours per week of manual work (~1.5 FTE).

Kites Global

Digital Marketing Strategist

Colombo, Sri Lanka

Jan 2023 – Jul 2023

- Launched a new gold-loan product on a \$50K integrated media budget across Meta, Google, TikTok, and TV, generating \$400K+ in new deposits within one quarter; campaign won a Gold Effie Award for Financial Excellence from SLIM.
- Rebuilt paid acquisition and remarketing strategy for a pet food retailer, driving 40% revenue growth, a 2.8x increase in returning-customer engagement, and a 30% lift in repeat purchases in one quarter.
- Ran TikTok Ads for Godrej India (Beauty vertical), managing creative testing and audience segmentation for a brand-awareness objective.

ADDITIONAL EXPERIENCE

Enfection

Digital Marketing Intern

Colombo, Sri Lanka

Jul 2022 – Dec 2022

- Built and managed a Google remarketing audience of 250,000+ users for a major Sri Lankan grocery retailer, driving a 35% lift in repeat conversions.
- Ran SEO, SEM, and content campaigns for an educational client, growing organic reach 120% from a baseline of 500,000 monthly unique users.
- Used GA4, Google Tag Manager, and Microsoft Clarity to map user pathways and revamp landing pages for an import/export client, increasing conversions 25%.

EDUCATION & CERTIFICATIONS

University Canada West

Masters in Business Administration - GPA 4.00/4.33

Vancouver, BC

Jul 2023 – Oct 2024

University of London

BSc (Hons), Management & Digital Innovation - Second Class (Upper Honours)

London, UK

Sep 2019 – Jun 2022

Certifications: Google Ads Display, Google AI Essentials, Meta Certified Digital Marketing Associate & LinkedIn Marketing Labs

SKILLS & DIFFERENTIATORS

Performance Marketing: Paid Media, Full-Funnel Campaign Management, Custom Audience Segmentation, Conversion Rate Optimization (CRO), A/B Testing, Multivariate Testing, Lifecycle Marketing, Landing page Optimization

Platforms & Analytics: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Snapchat Ads, DV360/Programmatic, GA4, Google Tag Manager, Microsoft Clarity, Power BI, HubSpot

Automation: N8N, Zapier, HubSpot workflow automation, CRM lead routing, Currently implementing AI Agentic Orchestration