

Andrew Fonseka

Paid media. Measured in outcomes.

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linkedin.com/in/andrewfonseka / andrewfonseka.com / Legally eligible to work in Canada

Three years of agency, in-house and independent work across 20+ accounts, 7 industries and 4 countries. I feed CRM outcomes back into bidding, so campaigns work toward qualified leads, enrolled students and e-commerce sales. I treat every budget like an owner: it has to earn its place.

-72%

Cost per enrolled student

Effat University / SAR 127 to SAR 35, on 25% less spend

-13%

Cost per qualified lead

Aegon / at flat spend

4:1

First-order ROAS

Pet food retailer / sales +40%

TOOLKIT

Paid media

Google Ads (Search, PMax, Shopping, Display, YouTube), Meta, LinkedIn, TikTok, Snapchat, DV360, Amazon DSP, Merchant Center

Measurement

GA4, GTM, server-side tagging, Meta Pixel / CAPI, Enhanced Conversions, offline imports, HubSpot, Dynamics 365

Reporting & optimization

Looker Studio, Power BI, Excel, Clarity, Google Ads scripts, Zapier, n8n

CERTIFICATIONS

Google Ads Search
Meta Marketing Analytics
HubSpot Inbound Marketing

EDUCATION

MBA

University Canada West
2023 – 2024
GPA 4.00 / 4.33

BSc (Hons)

Management and Digital Innovation
University of London
2022 / Upper Second Class

Industries: Education, financial services, retail and e-commerce, beauty, automotive, home services, grocery.

Markets: Canada, U.S., Saudi Arabia, Sri Lanka.

Budgets: US\$800 a month to seven figures a year.

EXPERIENCE

Digital Marketing Specialist

Aegon (financial services) / Langley, BC / Jan 2025 – present

- Own Google Ads, Meta, LinkedIn, DV360 and Amazon DSP across a seven-figure annual budget for U.S. and Canadian business units; advise agency partners.
- Fed HubSpot booked-call outcomes into Google and Meta bidding: cost per qualified lead down 13% at flat spend; booked-call-to-application rate up 20 percentage points (H1 2026 vs. H2 2025).
- Rebuilt GA4/GTM with server-side tagging, Meta CAPI, Enhanced Conversions and offline imports.
- Programmatic CPM down 8% at steady delivery; session-to-form conversion 2.5% to 2.8% using Microsoft Clarity.
- Automated reporting with Google Ads scripts and Zapier, saving about 12 working days a year; built Looker Studio and Power BI dashboards.

Independent Paid Media Consultant

Part-time, remote / Jan 2026 – present

10 engagements across education, automotive and home services.

- Effat University: 315 to 850 enrolled students (+170%); SAR 127 to SAR 35 per enrolment (-72%) on 25% less spend. Rebuilt Meta targeting, bilingual lead forms and HubSpot outcome sync. Campaign share of intake 16% to 34% (Fall vs. Spring 2026).
- DIMO Academy: 290 to 530 enrolled students (+83%); US\$8.28 to US\$4.53 each (-45%) at flat spend. Lead-form conversion 10% to 21% (Q2 vs. Q1 2026). Built program landing pages and added an AI chatbot in Q2 that answers applicant questions; fed CRM outcomes back into optimization.
- Metro Vancouver HVAC: CPL CA\$142 to CA\$122 (-14%); leads up 19% at similar spend (Q2 vs. Q1 2026; seasonal comparison) after restructuring search terms and negatives, rebuilding landing pages and shifting budget to high intent.

Digital Marketing Strategist

Kites Global / Jan – Aug 2023

Led 4 accounts end to end and supported 5; US\$70K+ media; owned client reporting.

- Gold-loan lender: 259 funded loans at about US\$97 each and US\$400K+ originated value (client-reported).
- Pet food: sales +40%, subscriptions +30%, 4:1 first-order ROAS.
- Beauty and education: 500+ qualified leads at about US\$6.

Digital Marketing Intern

Enfection / Jul – Dec 2022

Supported Google Ads remarketing for a national grocery chain; repeat conversions grew 35%.