

Andrew Fonseka

Full-funnel paid media. Built to grow businesses.

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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 connect paid media, measurement and CRM feedback to qualified leads, enrolled students and funded loans.

72%

Lower cost per enrolled student

Effat / on 25% less spend

13%

Lower cost per qualified lead

Aegon / at flat spend

259

Funded loans

Gold lender / US\$25K spend

EXPERIENCE / IN-HOUSE & INDEPENDENT

Digital Marketing Specialist

Aegon

Jan 2025 - present / Langley, BC / U.S. & Canadian business units

- Plan, launch and optimize Google Ads, Meta, LinkedIn, DV360 and Amazon DSP; review and advise agency partners on U.S. accounts.
- Fed HubSpot booked-call outcomes into Google and Meta bidding: 13% lower cost per qualified lead at flat spend and a 20-percentage-point increase in booked-call-to-application rate (H1 2026 vs. H2 2025).
- Rebuilt GA4 and GTM tracking with server-side tagging, Meta Pixel, Conversions API, Enhanced Conversions and offline conversion imports.
- Cut programmatic CPM 8% at steady delivery and conversion performance. Used Clarity to lift session-to-form conversion from 2.5% to 2.8%.
- Automated reporting with Google Ads scripts and Zapier, saving an estimated 12 working days a year; built Looker Studio and Power BI dashboards.

Independent Paid Media Consultant

Part-time, remote

Jan 2026 - present / Canada, Saudi Arabia & Sri Lanka

10 engagements in education, automotive and home services.

- Effat University: 315 to 850 enrolled students (+170%) on 25% less spend; cost per enrolled student SAR 127 to SAR 35 (-72%). Campaign share rose from 16% to 34%. Rebuilt Meta targeting, bilingual forms and HubSpot feedback (Fall vs. Spring 2026).
- DIMO Academy for Technical Studies: 290 to 530 enrolled students at flat spend; cost per enrolled student US\$8.28 to US\$4.53 (-45%). Lead-form conversion 10% to 21% (Q2 vs. Q1 2026).
- Metro Vancouver HVAC: CPL CA\$142 to CA\$122 (-14%); monthly leads up 19% at similar spend. Rebuilt Search campaigns and landing pages (Q2 vs. Q1 2026; seasonal comparison).

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The experience behind the work.

Digital Marketing Strategist

Kites Global

Jan - Aug 2023 / Colombo, Sri Lanka

Led 4 accounts and supported 5 more across financial services, retail, beauty and education; US\$70K+ in media. Owned client reporting and communication.

- Gold-loan lender: 259 funded loans at approximately US\$97 each from US\$25K in spend; US\$400K+ in originated loan value, as reported by the client.
- Pet food retailer: sales up 40% and subscriptions up 30% at 4:1 first-order ROAS with Google Shopping and Performance Max (Feb - May 2023 vs. Oct 2022 - Jan 2023).
- Beauty and education: 500+ qualified leads at approximately US\$6 each via Meta lead ads.

Digital Marketing Intern

Enfection

Jul - Dec 2022 / Colombo, Sri Lanka

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

TOOLKIT

Paid media

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

Reporting & optimization

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

Tracking & measurement

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

Markets & industries

Canada, U.S., Saudi Arabia and Sri Lanka. Education, finance, retail and e-commerce, beauty, automotive, home services and grocery.

EDUCATION & CERTIFICATIONS

Master of Business Administration

University Canada West, Vancouver / 2024 / GPA 4.00 / 4.33

BSc (Hons) Management and Digital Innovation

University of London / 2022 / Upper Second Class

Certifications: Meta Marketing Analytics; HubSpot Inbound Marketing.
Google Ads Search certification in progress.