Most ad reports stop at the click. Mine start there.



I'm Andrew Fonseka, a paid media specialist in Greater Vancouver. I've worked on accounts from US$850 a month to a co-managed seven-figure budget, and I follow each one past the click: to the paid enrolment, the funded loan and the first order. Here are five of them.

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Available immediately, for hybrid or remote roles.

312
fee-paid enrolments
Private university, from its CRM

259
funded loans
Pan Asia Bank, reported by the bank

~200
campaigns via my AI tool
Aegon, used by 22 colleagues

4:1
first-order return on ad spend
Petmart.lk, reported by the client

Two colleges still had seats to fill.

Client	Private university, Saudi Arabia, via a partner agency
My role	Advised, helped build and managed the Meta campaigns
When	May to August 2026

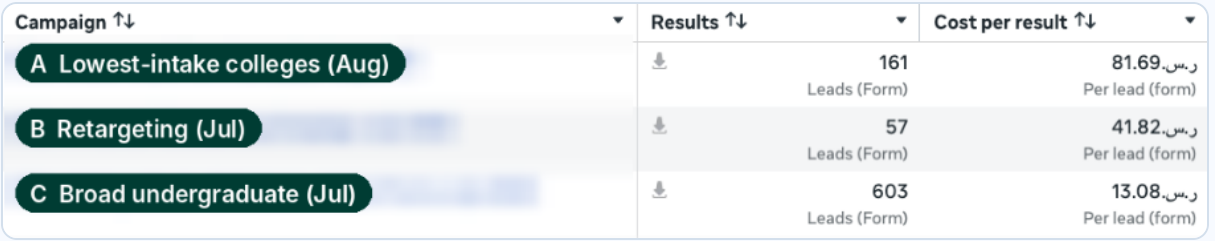
Before building anything, I worked out which colleges had the most seats left. Two stood out, so they got **their own campaign** on Meta's higher-intent lead form, beside broad and retargeting campaigns.

What I learned: know the client's business well enough to see where the gaps are.

Fee-paid enrolments at the two priority colleges



Across all three campaigns, 821 new leads became 312 fee-paid enrolments, at about US$20 of media each.



Campaign	Results	Cost per result
A Lowest-intake colleges (Aug)	161 Leads (Form)	81.69 ر.س Per lead (form)
B Retargeting (Jul)	57 Leads (Form)	41.82 ر.س Per lead (form)
C Broad undergraduate (Jul)	603 Leads (Form)	13.08 ر.س Per lead (form)

Meta Ads Manager. The dedicated campaign cost more per enrolment than the average (about US$28 against US$20), and it filled the colleges that needed students. Enrolments matched in the university's CRM; not a controlled test.

The system behind a seven-figure budget.

Employer	Aegon, in-house financial services
My role	Intermediate Channel Marketing Specialist
When	January 2025 to October 2026

I co-managed a seven-figure annual budget on Google, Meta and LinkedIn, running 10 to 20 campaigns a day under Quebec and U.S. state ad rules. So I built **the system they ran on**, and fed HubSpot lead stages back into bidding.

About 200	campaigns launched through the builder
22	colleagues used it
12 days	of work saved a year, estimated
5.5 to 7.0	Meta Event Match Quality, after fixing about 30 conversion actions

Business results are confidential at Aegon's request. These figures are operational.

How a campaign goes through the builder

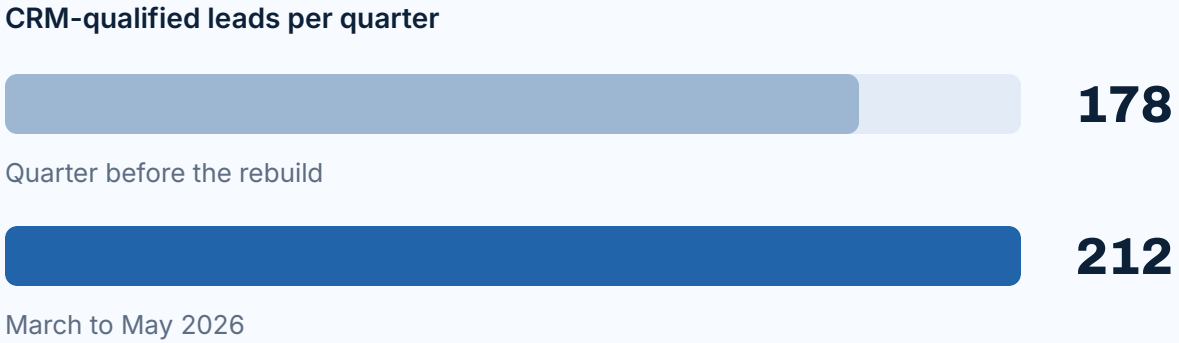
1. **Brief**
   Entered once by the marketer.
2. **Build**
   Naming, UTMs, ad copy drafts and A/B variants, generated by a Google Apps Script I wrote with AI coding tools.
3. **Compliance**
   Checked against Quebec and U.S. state ad rules before review.
4. **Launch**
   Live on Google Ads, Meta and LinkedIn after final approval.
5. **Pace and report**
   Spend tracked against budget; a biweekly report to senior management.

Illustration of the workflow. No employer data shown.

Same budget, more qualified leads.

Client	DIMO Academy for Technical Studies (DATS)
My role	Freelance; advised and rebuilt the funnel
When	January to May 2026
Budget	About US$900 a month

From January to March I rebuilt the path from ad to enquiry, without adding a dollar.



19% more qualified enquiries, 34 a quarter, at the same spend.

Ads
Google and Meta, plus Microsoft Ads I set up

Landing page
New, built by me, easier to read

Lead form
Shorter, built by me

AI chat assistant
I helped install it

Qualified lead
Recorded in the DATS CRM

Blue: what I built or changed.

What I learned: layout drives conversions. When the content is easy to read and answers are easy to find, more students enquire.

The cheapest lead wasn't the best lead.

Client	Pan Asia Bank, via Kites Global
My role	Account lead, one of my four accounts
When	January to June 2023
Budget	US$25,000 for Gold2Cash gold loans

Cost per lead was the easy way to split the budget. I split it on Meta's results and the bank's sales feedback on **which leads actually became loans**.

Share of media budget



What I learned: the work starts after launch. The results and the sales feedback showed me where the money should go.



259	funded gold loans
~US$500K	in loans funded
US$97	media spend per funded loan

Results reported by the bank.

Three accounts, three different problems.

More from Kites Global in 2023, where my four accounts ran on about US$9K a month.



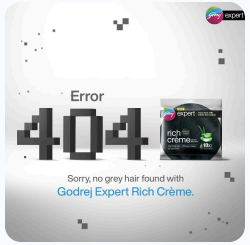
Petmart.lk

Pet e-commerce, March to May 2023

I split Shopping and Performance Max into new and returning shoppers, so first orders had their own number. Paid sales rose 40% and subscriptions 30%, quarter over quarter.

4:1

first-order ROAS on US$5K spend, client-reported



Godrej Expert Rich Crème

Product launch, India

I helped shape the launch and ran Meta and YouTube ads behind a 30-creator influencer program.

~US$350K

in sales the client attributed to paid media in the launch quarter

B2B apparel retailer

Sri Lanka, client confidential, about US$850 a month

I built the Shopify store and product feed, then launched Google Shopping and Meta.

+20%

above a target of 100+ retailer leads

What happens after your clicks?

I’m available now for paid media specialist and coordinator roles in Greater Vancouver, hybrid or remote.

“Any task assigned to him—whether it was campaign execution, analytics reporting, or content creation—was always handled with remarkable attention to detail and delivered at an exceptional standard.”

Don Chanaka Perera
Managed Andrew directly at Kites Global

“His creativity, analytical skills, and proactive approach consistently elevated our marketing campaigns.”

Hashan Fernando
Performance Marketing Strategist, worked with Andrew at Enfection

“He showed great talent in learning Digital marketing and leveraging AI to refine the strategies, keywords, and tactics.”

Nabi Zadeh
Senior Director, Analytics and Insights at Klick; Andrew’s instructor at UCW

Quoted from LinkedIn recommendations.



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