Andrew Fonseka, MBA

Paid Media Specialist

Authorized to work in Canada. Available immediately.

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Profile

I'm a paid media specialist who follows every campaign past the click to the result the business actually counts. I've managed **multiple client accounts** at a digital agency and as a freelancer, and co-managed a seven-figure budget in-house. The Google Ads, Meta, LinkedIn and Microsoft Ads campaigns I've worked on delivered **312 fee-paid university enrolments**, **259 funded loans** for a bank and a **4:1 first-order ROAS** for an online retailer. I **connect ad spend to CRM outcomes**, build **AI-assisted tools** that speed up campaign work, and I'm eager to bring that same rigour to your clients.

Strengths: paid search and social, lead generation, conversion tracking and CRM, budget pacing, automation and AI, client reporting.

259	312	4:1	~200
Funded loans, about US$500K	Fee-paid enrolments	First-order ROAS	Campaigns through my AI tool

Experience

Intermediate Channel Marketing Specialist (Paid Media), Aegon

Jan 2025 to Oct 2026, Langley, BC

Multinational life insurance, pensions and asset management company. In-house paid media for Canada and the U.S.

- Co-managed a **seven-figure annual paid media budget** across Google Ads, Meta and LinkedIn for annuity, life insurance, pension and wealth products in Canada and the U.S., running 10–20 campaigns a day.
- Helped strategize and build a **LinkedIn account-based marketing (ABM) program** for high-net-worth investors.
- Sent HubSpot lead stages (qualified leads, booked calls, completed applications) to Google Smart Bidding and Meta as **offline conversions**, so bidding optimized for applications, not form fills.
- Rebuilt tracking with GA4, Google Tag Manager (incl. server-side, with the team), Enhanced Conversions and Meta Conversions API; fixed **about 30 conversion actions and tags**; Event Match Quality rose from **5.5 to 7.0**.
- Built a Google Apps Script campaign builder with AI coding tools (naming, UTMs, ad copy, A/B variants, compliance checks); **22 colleagues** used it to launch **~200 campaigns**, saving **an estimated 12 days a year**.
- Built budget pacing dashboards that **ended recurring wasted spend**; presented biweekly results to senior management and checked ads against Quebec and U.S. state rules before launch.

Digital Marketing Strategist, Kites Global

Jan 2023 to Aug 2023, Colombo, Sri Lanka

Digital marketing agency. Client accounts in banking, retail, e-commerce and consumer goods.

- Managed 4 client accounts end to end (about US$9K a month) and supported 5 more; presented results to clients.
- Pan Asia Bank: split a US$25K budget 60/40 across Meta and Google based on Meta results and sales feedback on lead quality. The bank reported **259 funded gold loans** worth **about US$500K**, at **US$97** in media per loan.
- Petmart.lk: built the Merchant Center feed and split Shopping and Performance Max by new vs returning customers. Client reported **4:1 first-order ROAS** on US$5K spend, **paid sales up 40%** and **subscriptions up 30%** quarter over quarter.
- Godrej Expert Rich Crème (India launch): helped shape strategy and ran Meta and YouTube ads for a **30-creator influencer program**; the client attributed **about US$350K in sales** to paid media that quarter.
- B2B apparel retailer: built a Shopify store, launched Shopping + Meta (~US$850/mo); beat a 100+ retailer lead target **by 20%**.

Digital Marketing Intern, Enfection

Jul 2022 to Dec 2022, Colombo, Sri Lanka

Digital agency with clients in Sri Lanka, Singapore and Malaysia.

- Supported Shopping, Performance Max and Meta campaigns in 3 markets (CDB Bank, Costa Coffee Singapore). Helped the team launch Keells catalogue ads; Demand Gen lifted conversions **27%**.

Freelance experience

Freelance Paid Media Consultant, Self-employed

Jan 2026 to Aug 2026, with employer approval

Lead-generation work for education clients, direct and through a partner agency.

- Saudi university (via partner agency): advised, helped build and managed Meta lead-gen campaigns, incl. a higher-intent campaign for the two colleges with most seats to fill; **312 fee-paid enrolments** from **821 new leads** (**~US$20 each**).
- DIMO Academy for Technical Studies (DATS): built a new landing page and shorter lead form, set up Microsoft Advertising and helped install an AI chat assistant on ~US$900 a month. CRM-qualified leads rose **19% (178 to 212)** at flat spend.

Education

Master of Business Administration (MBA)

University Canada West, GPA 4.00/4.33, Oct 2024

BSc (Hons), Management and Digital Innovation

University of London, Jun 2022

Skills, tools and certifications

Paid media Google Ads (Search, Shopping, Performance Max, Demand Gen, YouTube), Meta Ads, LinkedIn Ads, Microsoft Advertising, TikTok Ads

Measurement GA4, Google Tag Manager (server-side), Meta Pixel and Conversions API, Enhanced Conversions, offline conversions, Looker Studio, Excel

CRM and web HubSpot, Dynamics 365, Shopify, Merchant Center, Klaviyo, Canva

Automation and AI Google Apps Script, Google Ads Scripts, Zapier, ChatGPT, Claude, Gemini

- Google Ads Search (2026)
- Google Ads Measurement (2026)
- Meta Marketing Analytics
- HubSpot Email Marketing
- Google AI Essentials

Languages: English, Sinhala
Leadership: VP Public Relations, Toastmasters