

THISHAN PAVITHRA

DIGITAL MARKETING SPECIALIST | PAID MEDIA & WEB

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PROFILE

Digital marketer combining Meta, Google and LinkedIn advertising with content production, SEO and website user-experience work. Personally managed campaigns for UAE and international brands, with documented lead-generation and messaging results. Earlier experience includes national B2C and B2B marketing roles, website evaluation and user-behaviour analysis.

CORE SKILLS

Meta Ads · Google Search & Shopping · LinkedIn Ads · Lead generation
Campaign analysis · SEO · Landing pages · UI/UX evaluation · Content production

PROFESSIONAL EXPERIENCE

Digital Marketing Operations Manager | LeapTech Labs

January 2020 - September 2026

- Personally managed advertising campaigns and reviewed performance reports to guide targeting, content and optimisation decisions.
- Delivered social content and website assignments with designers, developers and client stakeholders, from requirements through testing and launch.

SELECTED UAE PROJECTS

Preimo Urban Mobility

- Managed Meta and LinkedIn advertising for B2B lead generation. Participated in the rebranding team, provided consulting and managed agency relationships.
- Prepared a website UI/UX evaluation covering brand consistency, user journeys, calls to action and mobile usability, with prioritised recommendations.

Peddlers

- Managed social media and created content for the brand's digital channels.

Midas Touch

- Contributed to Meta and LinkedIn campaign planning and creative briefs for landscaping, interior services and flooring promotions.

Dulcino Gelato

- Managed social media and performance marketing, developing branded campaign content from concept through client feedback and final delivery.

KHIND AE

- Created content for the brand's digital channels.

EARLIER PROFESSIONAL EXPERIENCE

National Director - Marketing (B2C) | AIESEC in Thailand

July 2018 - October 2019 | Full-time | Bangkok, Thailand

- Designed a web platform following market research and redesigned onboarding journeys; reported outcomes included a 9% sales increase and bounce-rate reduction from 61% to 43%.
- Analysed user behaviour through a live dashboard, evaluated interfaces and conducted remote usability testing. Delivered design workshops and guest lectures at four universities.

National Director - Marketing (B2B) | AIESEC in Sri Lanka

January 2017 - June 2018 | Full-time | Sri Lanka

- Designed a web platform after market research; reported outcomes included a 17% sales increase. Worked with marketing and copywriting teams on search visibility and user journeys.
- Conducted interface evaluations, usability testing and employee training; delivered guest lectures at five universities.

INTERNATIONAL CAMPAIGNS & CONTENT

Brighter Cleaning | Canada

- Managed Meta lead-generation, traffic and awareness campaigns with CAD 13,290.55 in recorded spend. One lead campaign recorded 336 leads at CAD 17.51 per lead.

Calypso Sunset | Sri Lanka

- Managed hospitality Meta campaigns with LKR 908,783.44 in recorded spend. One messaging campaign recorded 3,874 conversations started at LKR 124.17 per conversation.

Meta export figures; leads and messaging conversations are recorded actions, not confirmed sales or bookings.

Ciel Interior, Singapore: Meta advertising and funnel/creative analysis.

Ink Out SG, Singapore: Meta and TikTok content creation.

A Star Doors, Singapore: selected content contributions.

Eye Vault: Google Search and Shopping, Meta retargeting, reporting and Merchant Center recommendations.

ADDITIONAL DIGITAL DELIVERY

TopTens.lk: ecommerce content, product information, pricing and review-to-purchase journeys on WordPress/Astro.

Bay Oceana Dickwella: hospitality website delivery, asset selection, UX revisions and deployment.

Further project contributions: e-Channelling, Jetwing Air, Fairfirst Insurance and Techneeds.

TOOLS, EDUCATION & LANGUAGES

Marketing: Meta Ads Manager, Google Ads, LinkedIn advertising, Google Analytics, Hotjar, Ahrefs, Moz, Yoast SEO.

Creative & web: Photoshop, Illustrator, Figma, Adobe XD, WordPress, Astro, Framer, HTML, CSS, JavaScript.

Coordination: Excel, Google Sheets, Google Workspace, Trello, Slack.

B.Sc. Applied Sciences | University of Sri Jayewardenepura, Sri Lanka

Languages: English | Hindi: basic comprehension and speaking