



@ Kethshan Induruwage

Senior Digital Marketer (14+ yrs)

PORTFOLIO

Leadership | Lead Gen | Paid Search & Paid Social | AI SEO / GEO | 7X ROAS

DEAR RECRUITMENT MANAGER,

I'm Kethshan Induruwage, a Digital Marketing Leader and Department Head with 14+ years of international experience building marketing growth systems that drive measurable business growth.

This portfolio brings together selected achievements from my career, with a strong focus on the strategies, transformations and results I led during my career. My work goes beyond just managing campaigns.

I build integrated growth operations combining AI powered automation, SEO, paid media, website development, CRO, analytics, content strategy and brand transformation.

Every initiative featured here was tied to a commercial objective, improve visibility, attract higher quality prospects, increase marketing efficiency, strengthen conversion performance and create sustainable revenue growth.

The results reflect strategic planning, disciplined execution, continuous analysis and team leadership. Across SEO, AI automation, paid acquisition, web development, conversion optimization, brand transformation and marketing operations, this portfolio demonstrates how I connect strategy, technology, people and performance to deliver business impact.

Sincerely,

Kethshan Induruwage

Team Leadership

Align marketing with C-suite priorities and lead high performing teams of 5 to 22.

Lead Generation

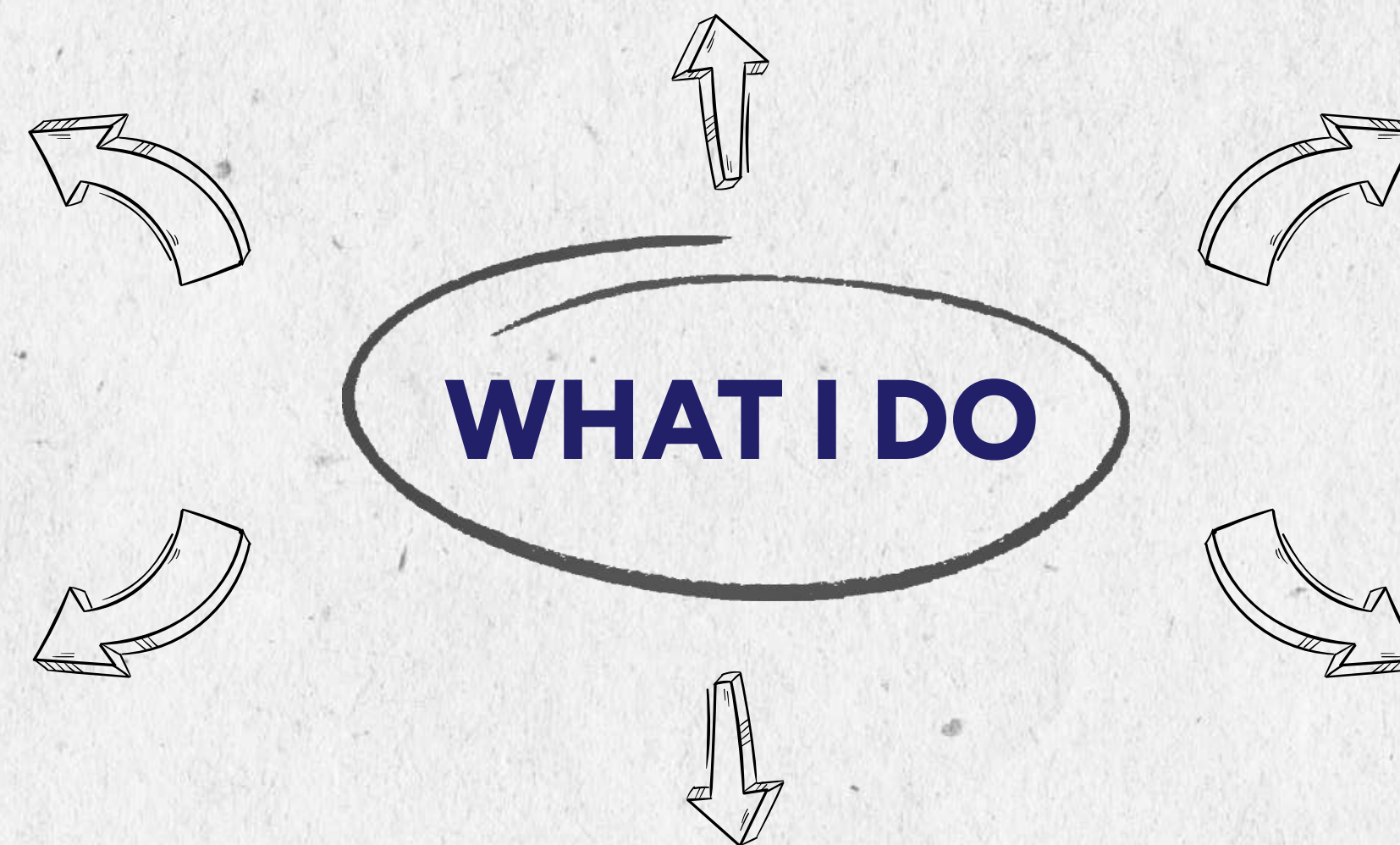
Build full funnel lead systems that attract, nurture and convert high value prospects.

Performance Marketing

Build, optimise and scale paid campaigns that turn media spend into measurable growth.

AI Automation

Automate CRM, lead routing, email and workflows with n8n, Ottokit and Claude AI.



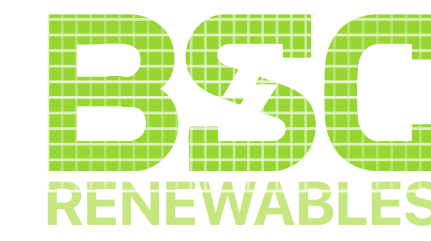
Website Dev and CRO

Build conversion led websites and optimise journeys to generate more leads and revenue.

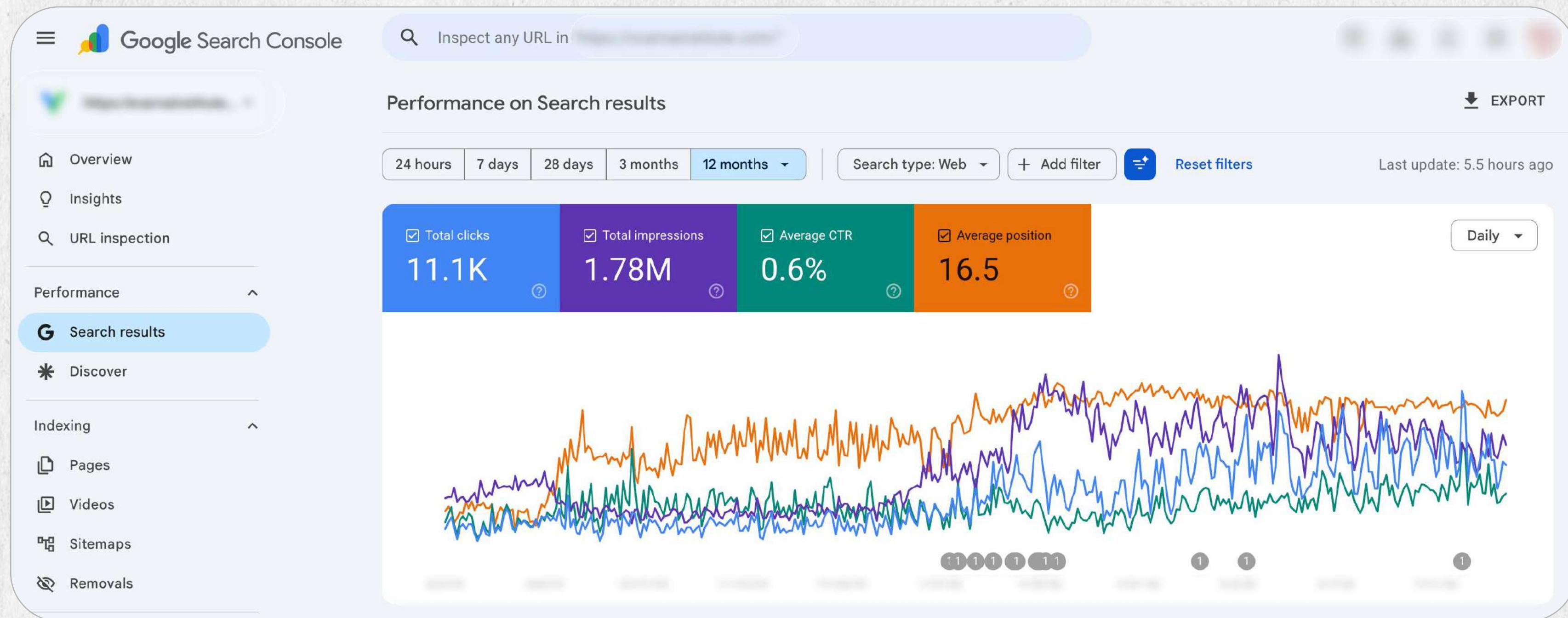
AI SEO / GEO / SEO

Grow visibility across Google, AI search and LLMs with human first content.

Brands Managed by Kethshan



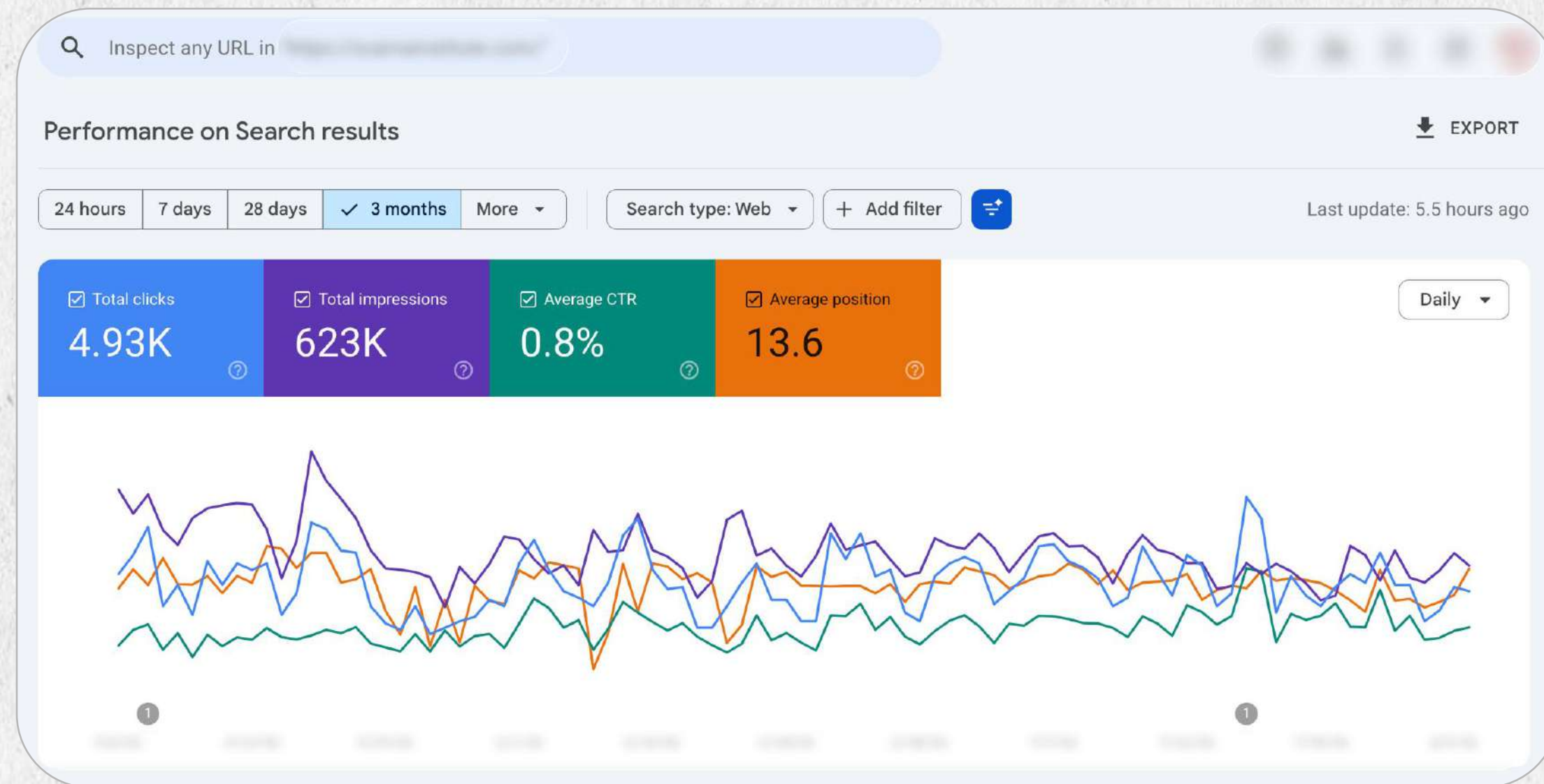
AI SEO - GEO - Svarna Institute L.L.C



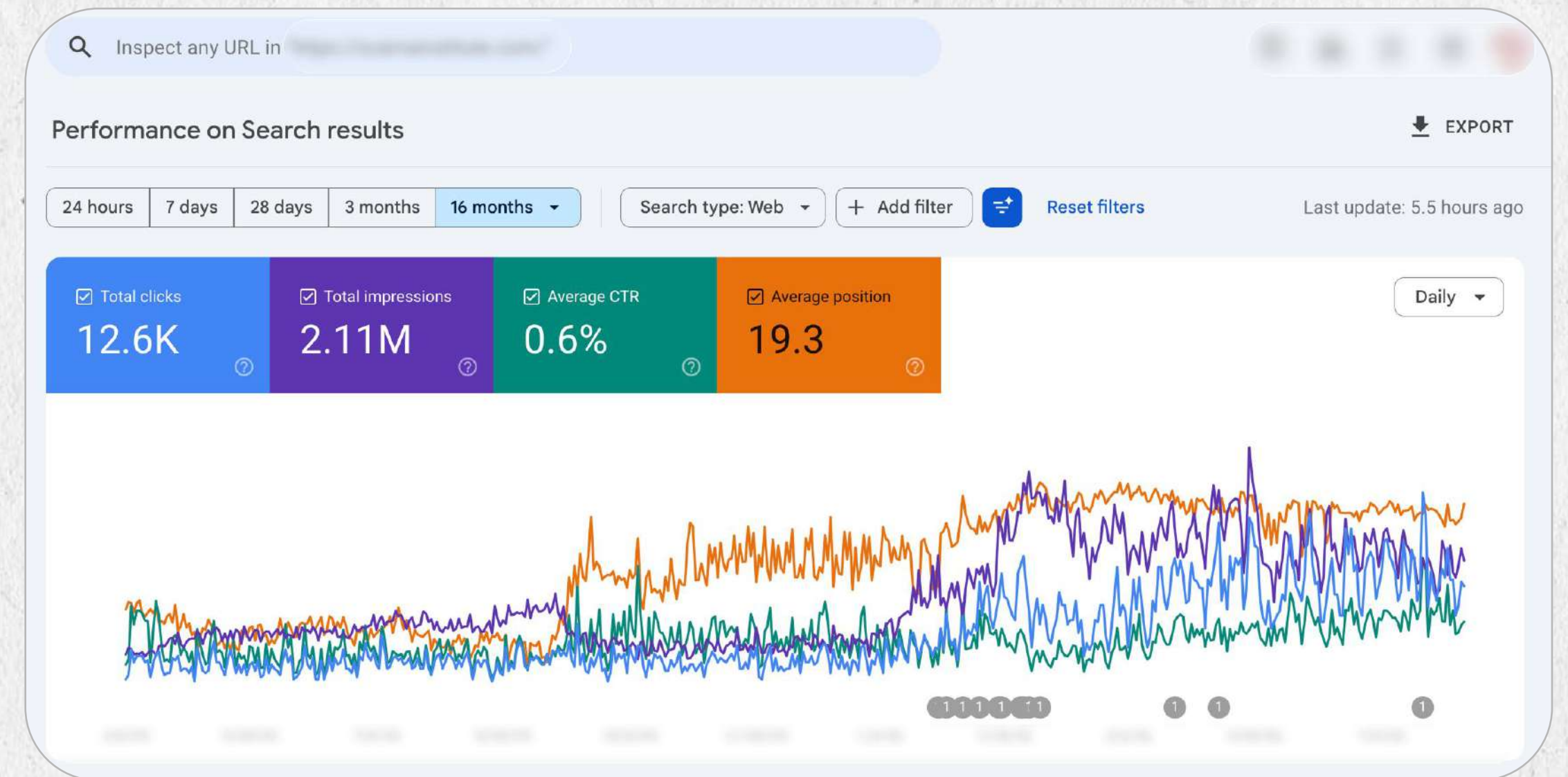
Svarna Institute achieved strong year over year SEO growth, with organic clicks increasing by **329%**, impressions by **136%**, and CTR improving by **100%**. Average ranking position improved by approximately **61%**, moving the website from around page four to **page two**. Most importantly, clicks grew significantly faster than impressions, showing that the website is not only gaining greater search visibility but also attracting traffic more effectively through stronger rankings and improved search performance.

****Cannot display precise facts and figures due to on going operations and privacy concerns**

AI SEO - GEO - Svarna Institute L.L.C



3 Months Performance

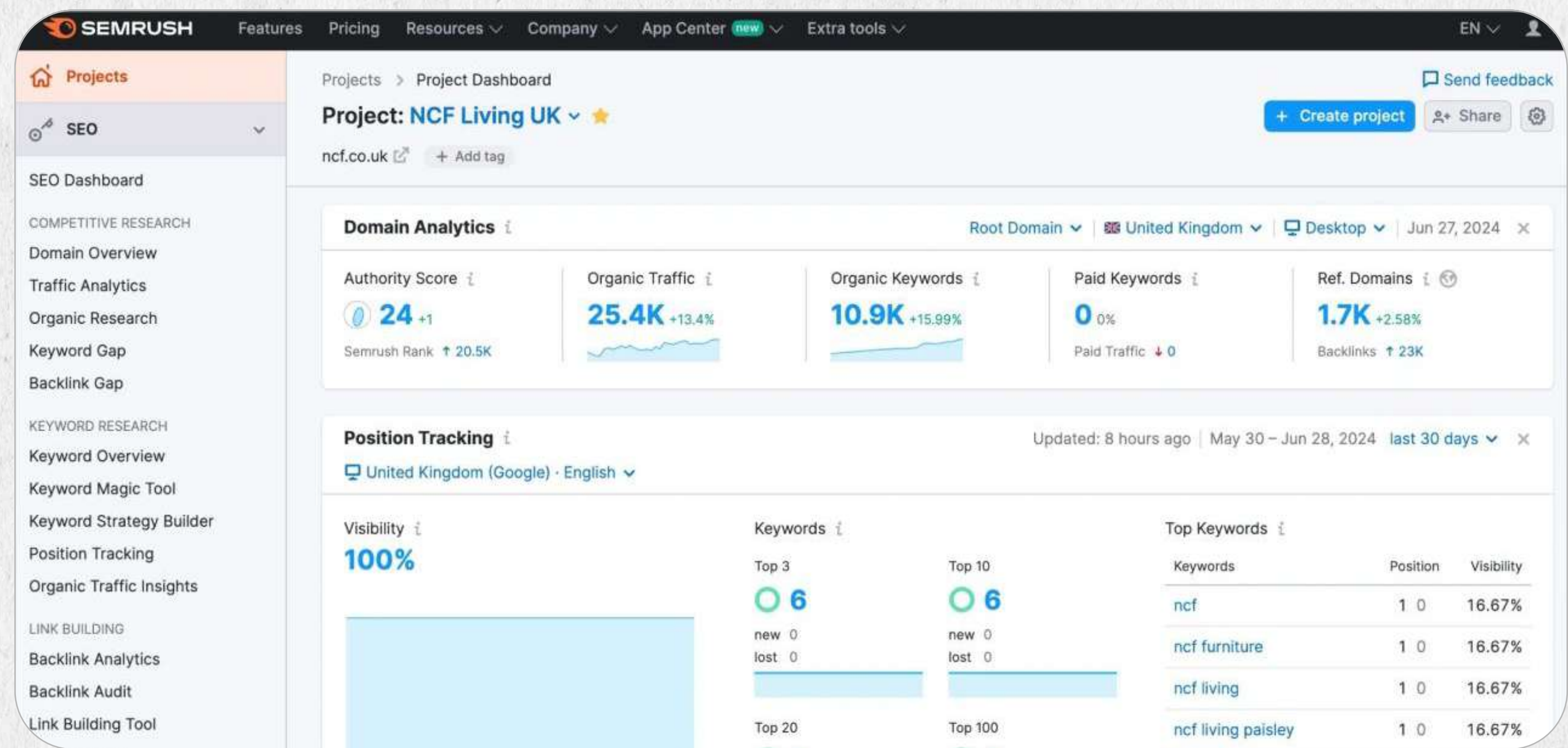


16 Months Performance

The 16 month SEO performance demonstrates a major year over year improvement for Svarna Institute. Organic visibility has more than doubled, while organic clicks are now approximately 4.29 times higher than the previous period. Search visibility has increased by approximately 2.36 times, CTR has improved by 2x, moving the website from around page four to page two of Google search results.

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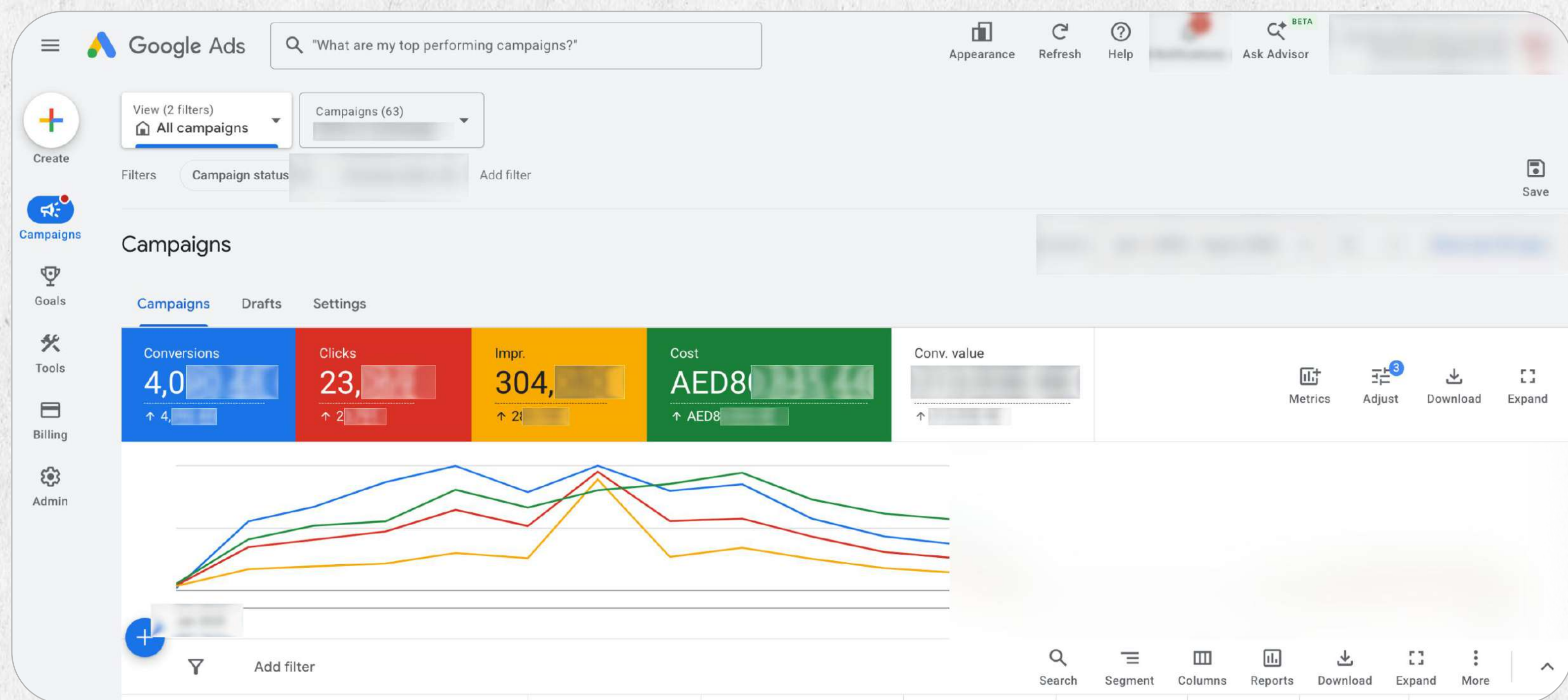
AI SEO - GEO - NCF Living UK



ncf.co.uk semrush performance

NCF Living UK demonstrated strong organic search performance, reaching 25.4K monthly organic traffic with a 13.4% increase, while the number of ranking organic keywords grew to 10.9K, up 15.99%. The domain also maintained a solid backlink profile with 1.7K referring domains and an Authority Score of 24.

Google Ads - Svarna Institute L.L.C



☐	☒		HK	AED /day	
☐	☒		IELTS Prep Search	AED /day	
☐	☒		SAT Search	AED /day	
☐	☒		QuickBooks	AED /day	
☐	☒		Event Mgt	AED /day	
☐	☒		MS Office 365	AED /day	
☐	☒		Tally	AED /day	
☐	☒		PTE	AED /day	
☐	☒			AED /day	
☐	☒			AED /day	

Running 63 Google Ads campaigns, generated more than 4,000+ tracked conversions (Qualified / Potential Leads) and AED XXX,XXX (unable to disclose this publicly) in conversion value from AED 80K (Last 3 months) quarterly in Google Ads investment, achieving an overall 8.95x ROAS and AED 19.00 average cost per conversion across Search and Performance Max campaigns.

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Meta Ads - Svarna Institute L.L.C

Campaigns

Opportunity score 84Updated just nowDiscard drafts

All adsActive adsHad deliveryActionsSee moreCreate a view

Search to filter by: name, ID or metrics

CampaignsAd setsAds

CreateDuplicateEditA/B testMoreColumns: Copy of Performance (3)Breakdown

	Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressio...	Reach
		Post: "	Active	1 recommendation	5,843 ThruPlays	0.01		52.61	24,592	18
		Post: "	Active	—	25,862 ThruPlays	0.01		138.34	78,485	55,8
		SAT July - Aug	Active	4 recommendations	28 Messaging conversations started	55.62		1,557.22	46,238	16,6
		Svarna New Dubai	Active	3 recommendations	109 Messaging conversations started	10.96		1,194.88	36,902	13,0
		Svarna New	Active	4 recommendations	96 Messaging conversations started	14.09		1,352.83	25,474	12,9
		Post: "	Active	—	80,593 ThruPlays	0.004		314.89	180,744	143,4
		MS Office 365	Active	3 recommendations	593 Messaging conversations started	11.12		6,595.62	457,484	106,4
		SAT August	Off	—	— Lead	— Per Lead		106.72	6,691	5,5
		Post: "	Active	—	11,844 ThruPlays	0.01		103.39	50,436	35,1
		Svarna New Dubai	Active	—	9 Messaging conversations started	8.01		72.07	2,778	1,6
			Off	—	123	11.90		1,463.41	43,153	24,2

Results from 110 campaigns

Svarna Meta Dashboard - Part 1

Svarna’s Meta Ads campaigns show strong performance across both lead gen and video engagement, with campaigns generating approximately 835 messaging conversations and more than 124,000 ThruPlays. The strongest lead generation campaign delivered 593 messaging conversations at approximately AED 11.12 per conversation, while other campaigns generated 109 conversations at AED 10.96 and 96 conversations at AED 14.09. Several video campaigns also achieved exceptionally efficient engagement, including one generating 80,593 ThruPlays from approximately AED 315 in spend, demonstrating very low cost audience reach and content consumption.

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Meta Ads - Svarna Institute L.L.C

Campaigns

84 Opportunity score

Updated just now Discard drafts

All adsActive adsHad deliveryActions+ See more

Create a view

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

+ CreateDuplicateEditA/B testMore

Columns: Copy of Performance (3)Breakdown

☐	Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressio...	Reach
☐	☒	Immigration Finland Work Visa	Active	—	87 Messaging conversations started	0.56 Per Messaging Conversation Sta...		48.49	11,778	6,0
☐	☒	Immigration New Zealand Work Visa	Active	—	63 Messaging conversations started	0.83 Per Messaging Conversation Sta...		52.42	86,867	63,5
☐	☒	Immigratron Finalnd Work Visa	Active	—	202 Messaging conversations started	0.29 Per Messaging Conversation Sta...		58.62	20,570	9,3
☐	☒	Immigration New Zealand Work Visa	Active	—	14 Messaging conversations started	1.71 Per Messaging Conversation Sta...		23.93	7,515	5,6
☐	☒	Immigration Finland Work Visa	Active	—	280 Messaging conversations started	0.32 Per Messaging Conversation Sta...		89.69	54,479	28,6
☐	☒	SAT Exam - May -	Active	—	35 Messaging conversations started	13.32 Per Messaging Conversation Sta...		466.26	52,693	30,3
☐	☒	Event Management	Active	—	54 Messaging conversations started	7.44 Per Messaging Conversation Sta...		401.50	19,298	10,2
☐	☒	Admin & Secretarial	Active	—	94 Messaging conversations started	7.45 Per Messaging Conversation Sta...		699.88	30,498	14,3
☐	☒	CHRRMP + CHRRMM	Active	—	66 Messaging conversations started	7.41 Per Messaging Conversation Sta...		488.85	15,086	4,7
☐	☒	Accounting Basics + Tally	Active	—	185 Messaging conversations started	10.66 Per Messaging Conversation Sta...		1,971.57	95,113	24,7
☐	☐	IELTS + Spoken Combo Campaign	Off	—	18	7141		128.50	14,403	9,3

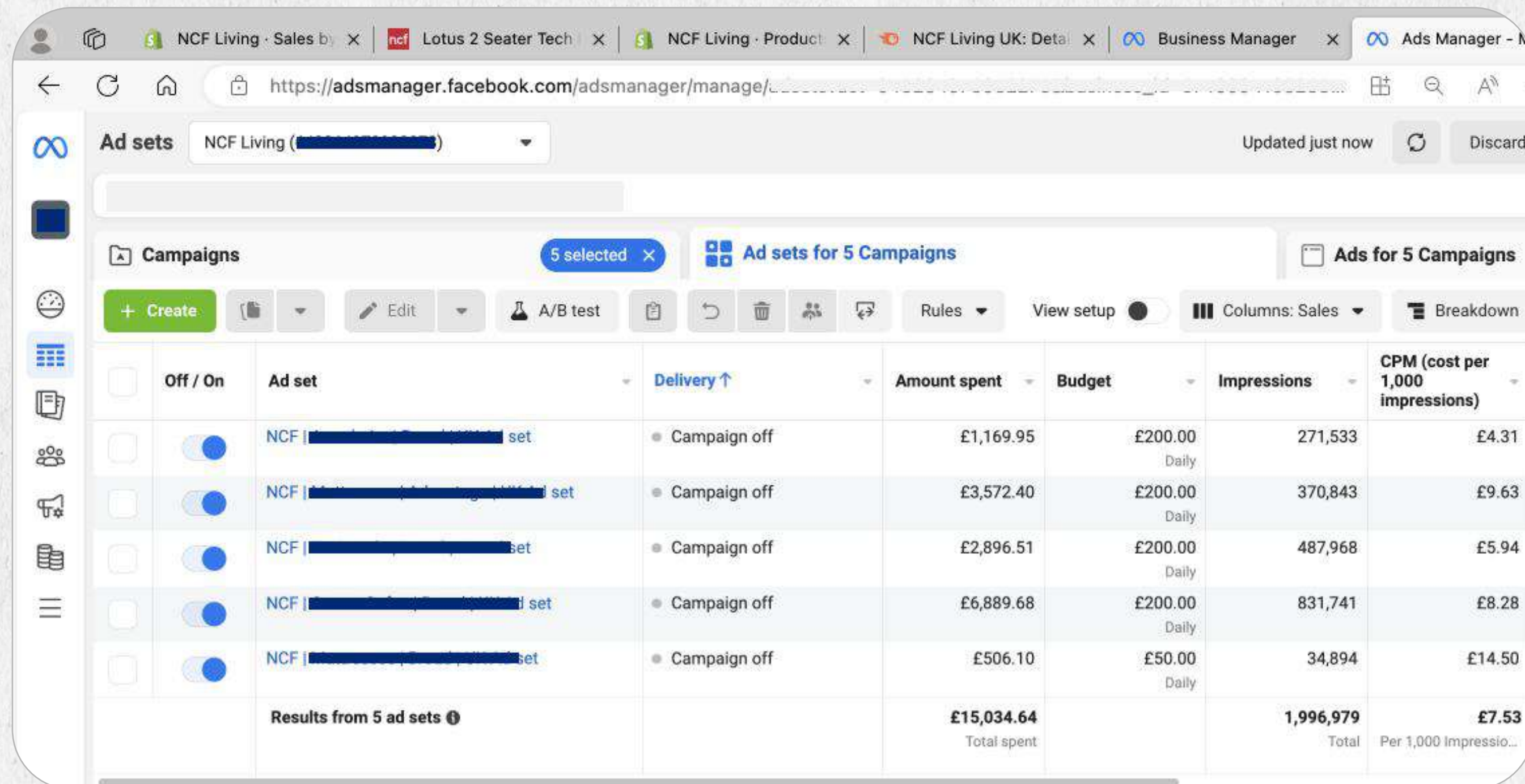
Results from 110 campaigns

Svarna Meta Dashboard - Part 2

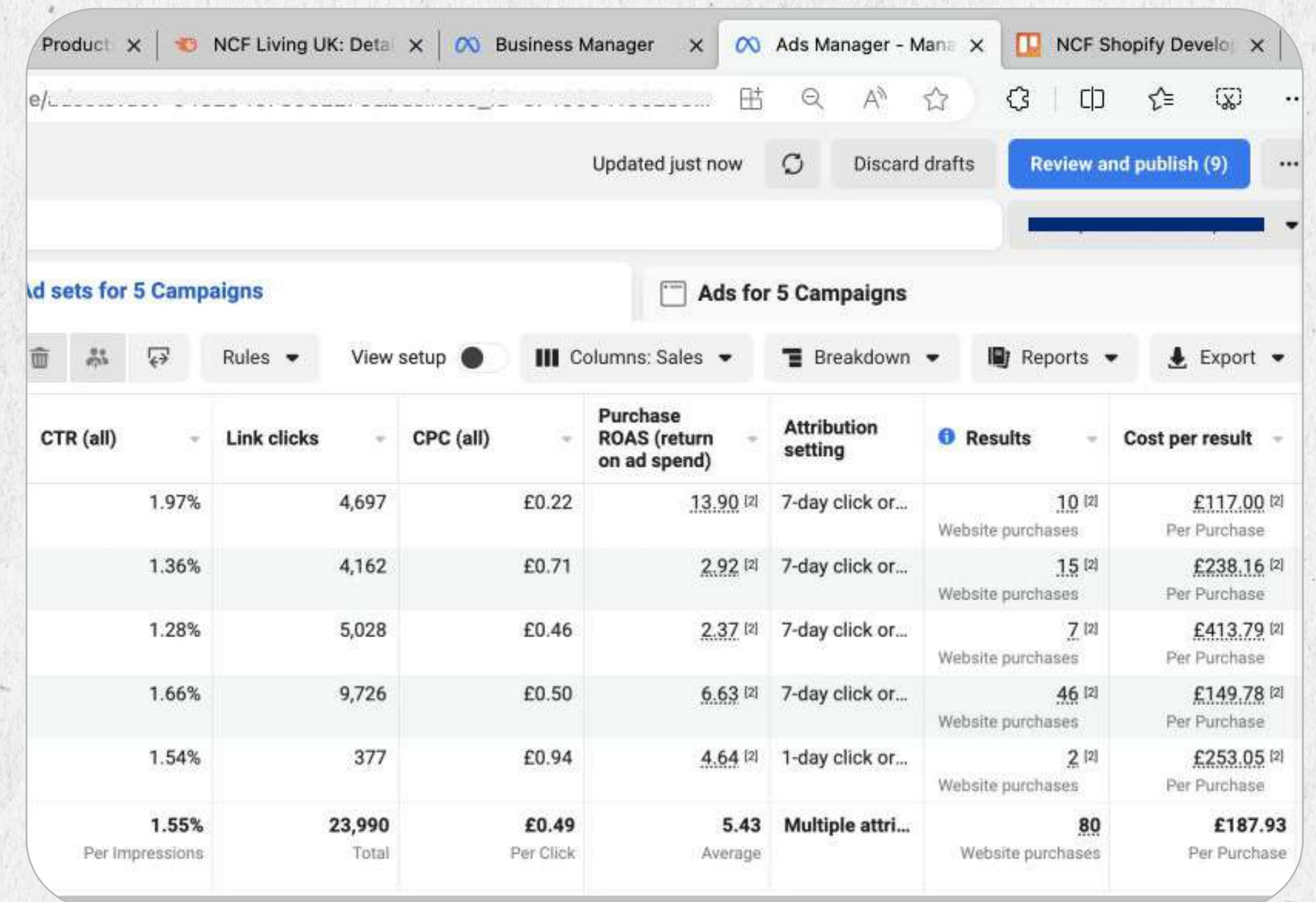
The standout performers were the Finland Work Visa campaigns, generating 202 conversations at AED 0.29 and 280 conversations at AED 0.32 per conversation. Professional training campaigns also performed efficiently, with Event Management, Admin & Secretarial, and CHRRMP/CHRRMM producing leads at approximately AED 7.41–7.45 per conversation. The Accounting Basics + Tally campaign generated a strong 185 conversations, demonstrating significant lead volume, although at a higher cost of AED 10.66 per conversation.

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Meta Ads - NCF Living UK



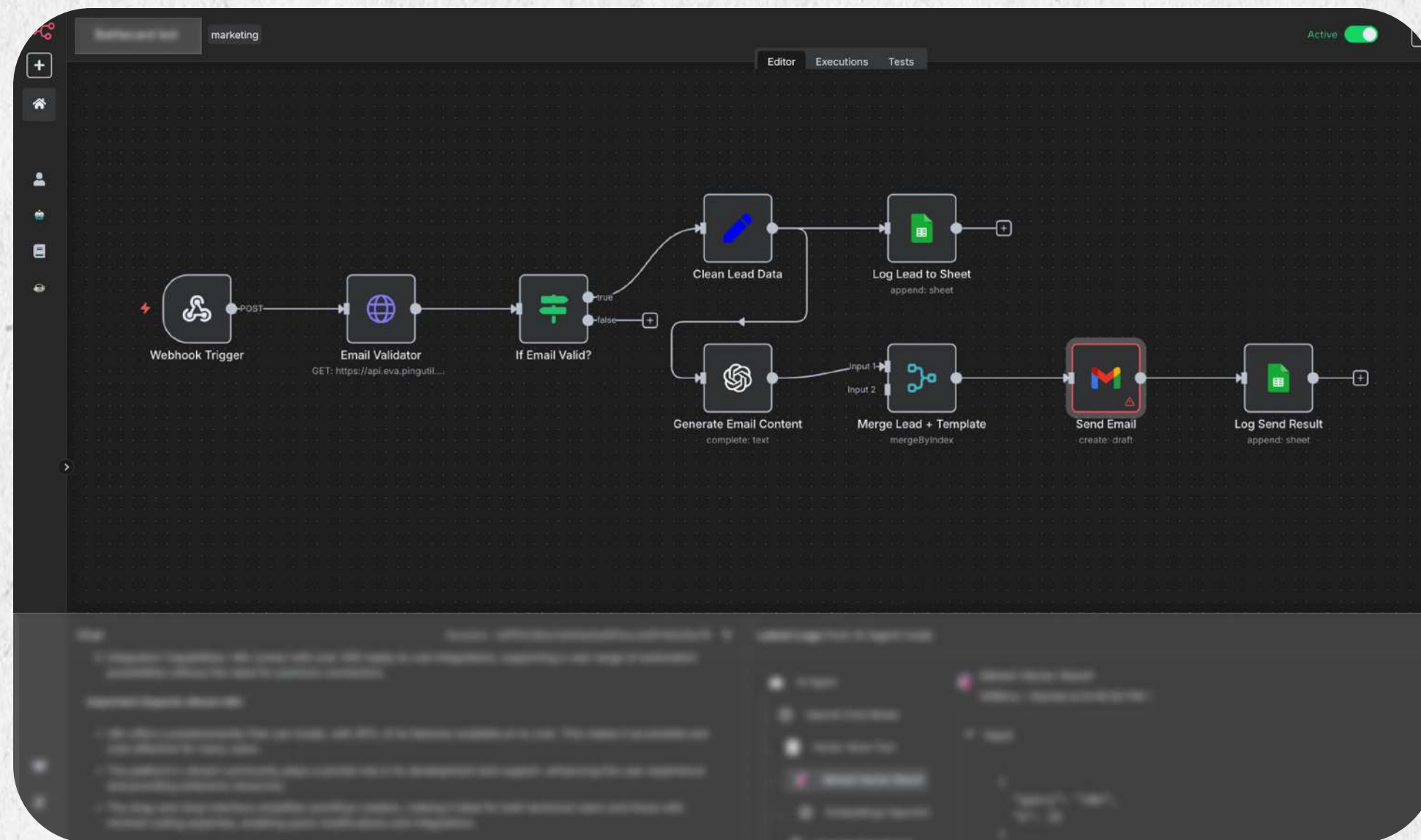
Ad sets							
NCF Living ()							
Updated just now							
Discard							
Campaigns							
5 selected							
Ad sets for 5 Campaigns							
Ads for 5 Campaigns							
+ Create							
Edit							
A/B test							
Rules							
View setup							
Columns: Sales							
Breakdown							
	Off / On	Ad set	Delivery ↑	Amount spent	Budget	Impressions	CPM (cost per 1,000 impressions)
		NCF set	Campaign off	£1,169.95	£200.00 Daily	271,533	£4.31
		NCF set	Campaign off	£3,572.40	£200.00 Daily	370,843	£9.63
		NCF set	Campaign off	£2,896.51	£200.00 Daily	487,968	£5.94
		NCF set	Campaign off	£6,889.68	£200.00 Daily	831,741	£8.28
		NCF set	Campaign off	£506.10	£50.00 Daily	34,894	£14.50
Results from 5 ad sets				£15,034.64 Total spent		1,996,979 Total	£7.53 Per 1,000 Impressio...



Ad sets for 5 Campaigns							
Ads for 5 Campaigns							
Rules							
View setup							
Columns: Sales							
Breakdown							
Reports							
Export							
CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)	Attribution setting	Results	Cost per result	
1.97%	4,697	£0.22	13.90 [2]	7-day click or...	10 [2]	£117.00 [2]	
					Website purchases	Per Purchase	
1.36%	4,162	£0.71	2.92 [2]	7-day click or...	15 [2]	£238.16 [2]	
					Website purchases	Per Purchase	
1.28%	5,028	£0.46	2.37 [2]	7-day click or...	7 [2]	£413.79 [2]	
					Website purchases	Per Purchase	
1.66%	9,726	£0.50	6.63 [2]	7-day click or...	46 [2]	£149.78 [2]	
					Website purchases	Per Purchase	
1.54%	377	£0.94	4.64 [2]	1-day click or...	2 [2]	£253.05 [2]	
					Website purchases	Per Purchase	
1.55% Per Impressions	23,990 Total	£0.49 Per Click	5.43 Average	Multiple attri...	80 Website purchases	£187.93 Per Purchase	

NCF Living UK's seasonal Meta campaigns delivered strong e-commerce performance at scale, generating 80 website purchases from £15,034.64 in ad spend and achieving an overall 5.43X ROAS, equivalent to approximately £81K+ in attributed revenue. The campaigns generated nearly 2 million impressions, reached over 702,000 users, and produced 23,990 link clicks. The strongest ad set achieved 13.90X ROAS, while the highest-volume campaign generated 46 purchases at 6.63X ROAS, demonstrating effective targeting, budget scaling, and conversion focused campaign management.

AI Workflow Automations - Claude, n8n, Ottokit

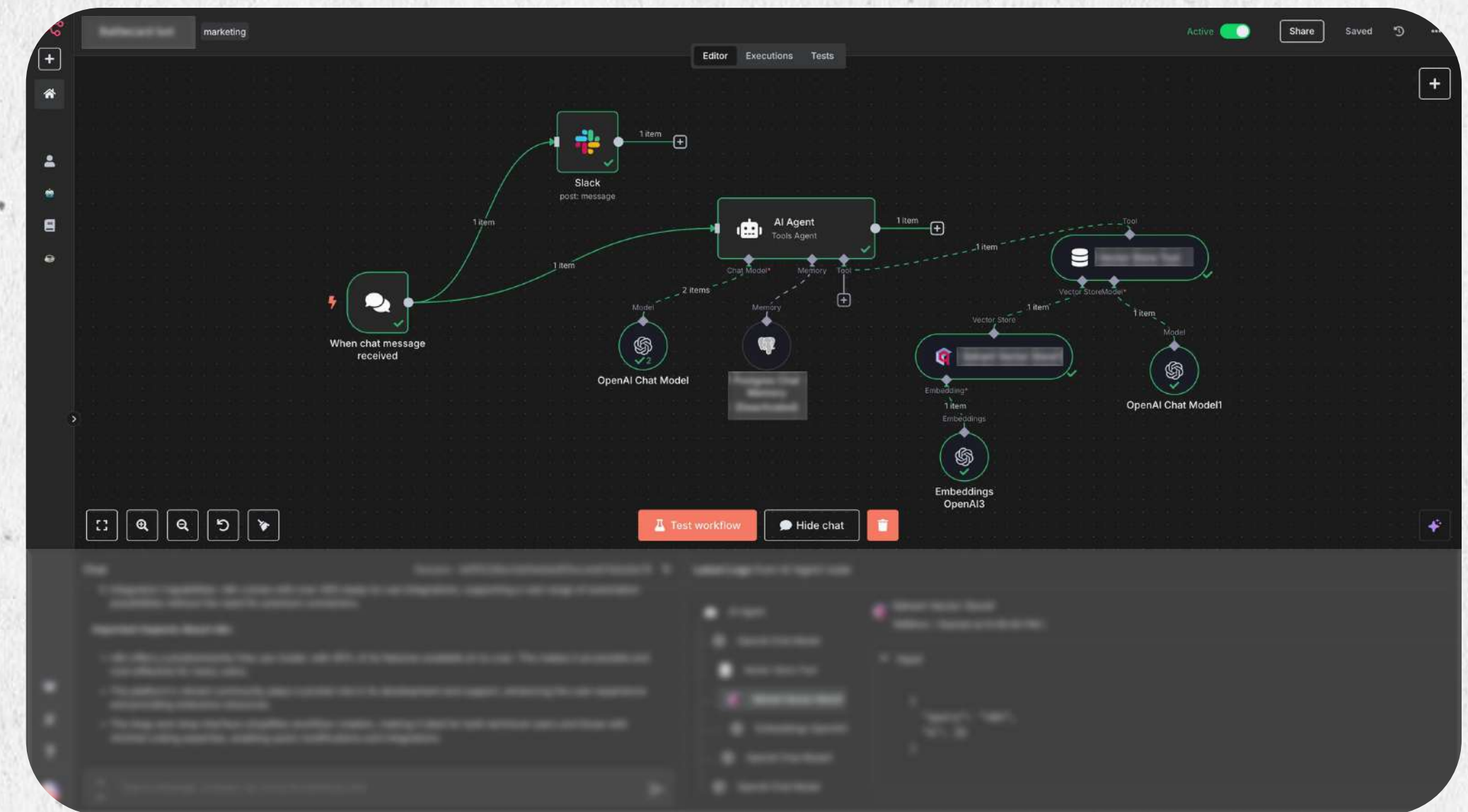


Corporate Training Email Marketing Automation

Use: When a fresh corporate training inquiry lands on inbox

Connected Teams: Digital Marketing Dept., Corporate Dept., Sales Dept.

End Result: 70% less manual work + 300% Faster Lead Response + 50% Less Human Interaction



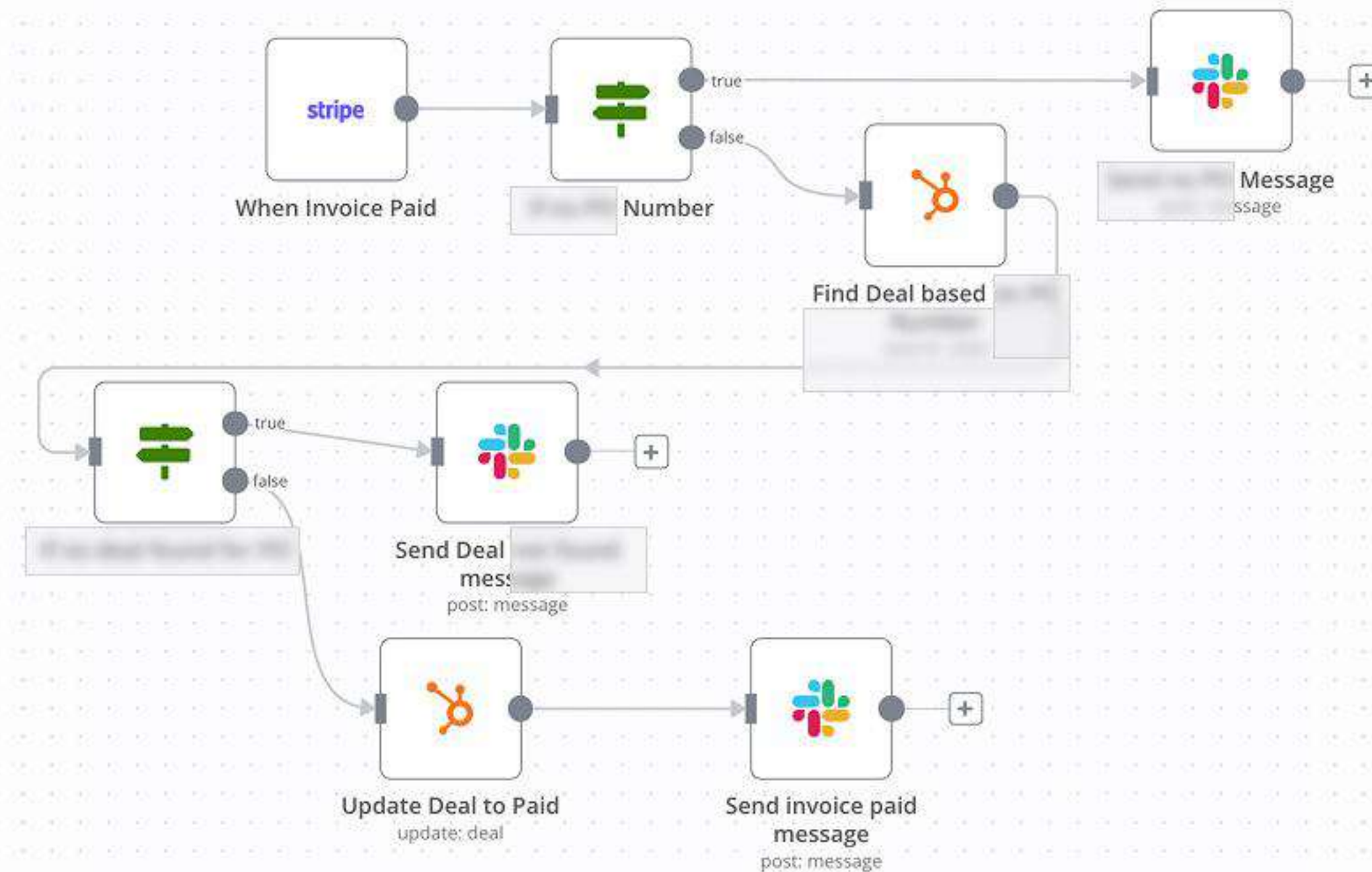
Corporate Training Leads Generation AI Automation

Use: When a Fresh Organic Lead Lands From the Website

Connected Teams: Digital Marketing Dept., Sales Dept., Academic Dept., Branch Head

End Result: 80% less manual work + 200% Faster Lead Response + 90% Less Human Interaction

AI Workflow Automations - Claude, n8n, Ottokit



Corporate Training Payment Collection Automation (Non UAE)

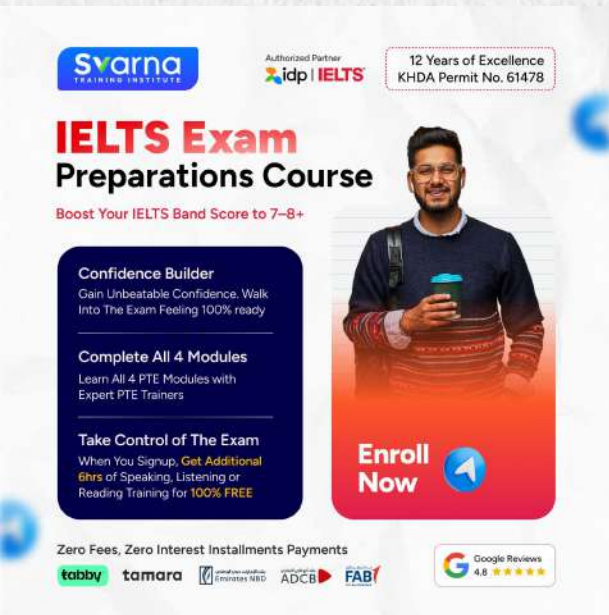
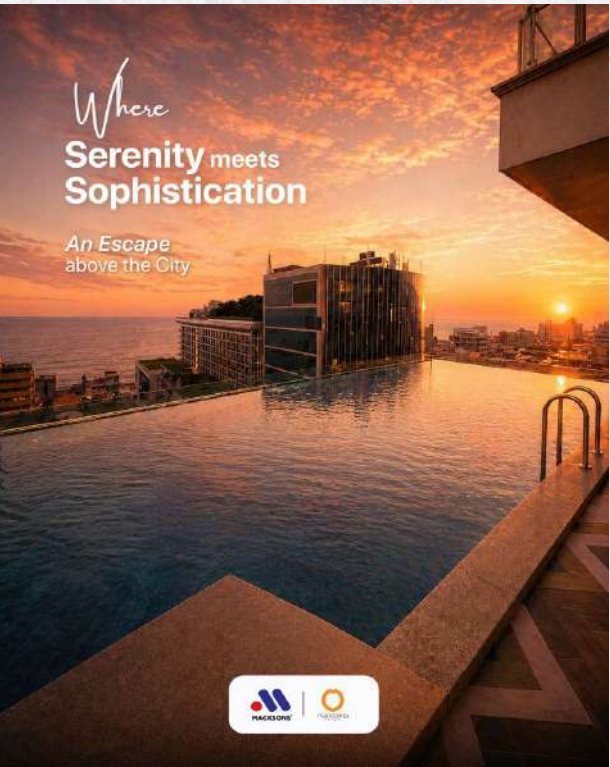
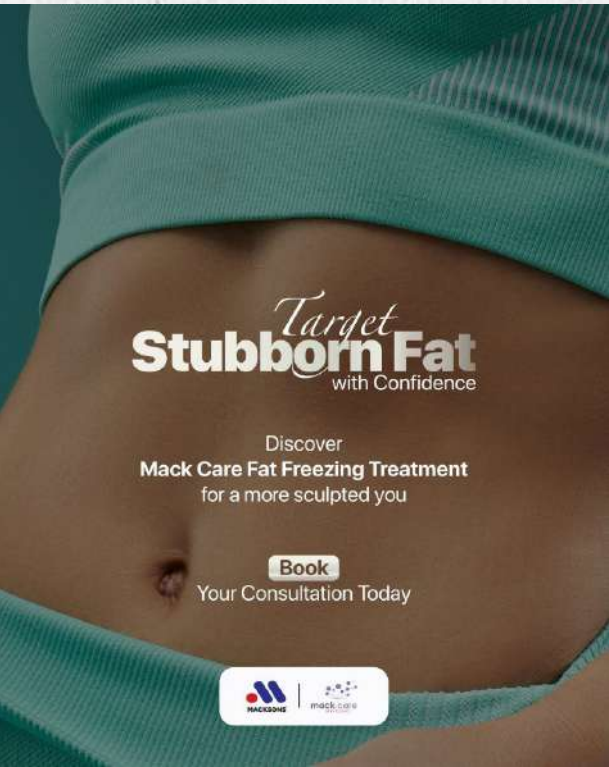
Use: When a corporate make a payment outside UAE (Saudi, Bahrain, Qatar, Oman)

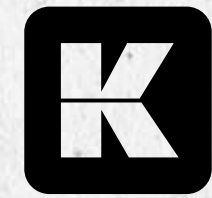
Connected Teams: Digital Marketing Dept., Finance Dept., Sales Dept.

End Result: 80% Faster Notification Speed + 50% Lesser Finance & Sales Dept. Work

Tools Used: Paypal, Stripe, Network International Payment Gateways + HubSpot CRM + Slack

Social and Brand Communications





Kethshan Induruwage

Thank You for Watching

Senior Digital Marketer (14+ yrs)



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