

# KASUN RADEESHAN

## PERFORMANCE MARKETER

CIM ACIM Member | BBA Marketing (special)

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**Address** No 404, 227- Building,  
Discovery Gardens, Dubai



A performance marketing professional with a demonstrated history (8+ years) of working in the marketing and SEO industry. Skilled in SEO, Conversion Tracking, Web Analytics, Sales Funnels, Strategic Media Buying, SMO, PPC, Conversion Rate Optimization, Data Analytics, and Market Research. I look forward to working pro-actively to understand my task environment and perform efficiently to strengthen my skills and gather useful experience.

## SKILLS

SEO

PPC

Paid Ads

Growth Marketing

WordPress

Python

HTML

CSS

Web Analytics

Data Analytics

Funnel Hacking

Goal Funnels

Branding

Market Research

CRM

UI/ UX

CRO

Performance Marketing

Design

## ACHIEVEMENTS

- Managed a 55,000 AED monthly budget on PPC and increased ROI by 150% for speedydrive.ae
- Ranked speedydrive.ae on first page for the most competitive keywords in 1.5 years and increased CTR by 50%, Conversion Rate by 50%, traffic by 220%, and reduced CPA by 60%
- Increased ROI by 250% for the Stream Coin ICO campaign
- Reached 300% in ROI for the Mei Talk launch campaign

## WORK EXPERIENCE

### PROJECT MANAGER - DIGITAL MARKETING & SEO

PRESENT

TNC Blockchain IT Solution LLC - Dubai

- Create and brainstorm marketing strategies and plans to meet goals and ROI
- Set KPIs and regularly monitor the campaign performance
- Create and optimize sales/ goal funnels and conversion tracking at each level of buyer journey
- Analyze data from various data sources and create insightful dashboards in Power BI and Looker Studio
- Collaborate with other teams, such as content, design, and digital marketing, to ensure a seamless and integrated approach to marketing campaigns
- Periodically run SEO audits for the assigned projects and spot SEO vulnerabilities and opportunities
- Closely work with developers on technical SEO tasks and UI/UX optimization
- Manage, and optimize PPC, and paid social media campaigns
- Communicate results, insights, and recommendations to stakeholders and leadership

### DIGITAL MARKETING SPECIALIST

2019-2021

Speedy Drive Car Rental LLC - Dubai

- Create and brainstorm marketing strategies and plans to meet business goals and ROI, manage SEO, PPC, and growth marketing campaigns, and optimize sales/ goal funnels at each level of the buyer journey.

### SENIOR EXECUTIVE - DIGITAL MARKETING

2017-2019

Aventure Technologies (Pvt) Ltd

### MARKET ANALYST EXECUTIVE

2015-2017

Contrinex Ceylon (Pvt) Ltd

### MARKET RESEARCH EXECUTIVE

2014-2015

Quantum Consumer Solutions (Pvt) Ltd

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### TOOLS

#### SEO

Ahrefs, SEMRush, Screaming Frog, MS Clarity, Moz, Google Search Console, Magestic SEO, Google Analytics, Bing Web Master, SEO Power Suite

#### PPC/ Paid

Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Twitter, Google Ads Manager

#### Web Analytics

Google Analytics, Adobe Analytics, HotJar, Google Tag Manager, Clarity

#### Data Visualization

Looker Studio, Power BI, Tableau

#### Data Analytics

Python, Numpy, Pandas, SQL, MS Excel

#### Programming Language

HTML/ CSS/ Python/ SQL/ JSON-LD

#### Designing

Photoshop, Illustrator, Adobe XD

#### Video

Premier Pro

#### CRM

Salesforce, Hubspot

#### CMS

WordPress, Shopify, Magento

### PROJECTS



- meitalktv.com
- tncteam.com
- speedydrive.ae
- merlin-digital.com
- coinedition.com
- dominodex.com
- realresearcher.com
- abbccoin.com
- strmnft.com
- buyaladdin.com

### EDUCATION

#### CIM ACIM MEMBER

*The Chartered Institute of Marketing (UK)*

#### BBA (MARKETING) SPECIAL

*University of Colombo*

#### CMA (CERTIFIED MANAGEMENT ACCOUNTANT)

*Operational Level Qualified*

#### PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

*Asia Pacific Institute of Digital Marketing (APIDM)*

#### GOOGLE ANALYTICS, TAG MANAGER & ADS CERTIFIED

### NON-RELATED REFREES

#### MR.NAVEED MIAN

*Cheif Marketing Officer (CMO)*

#### MBA - Marketing

TNC IT Solutions LLC,

Vision Tower, Business Bay, Dubai - UAE

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