



R. KOGUL SAGER

DIGITAL ACCOUNT COORDINATOR
INBOUND CONTENT STRATEGIST
CLIENT RELATIONS SPECIALIST
WEB CONTENT DEVELOPER

AGE: 21

CONTACT

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SRI LANKA

[LINKTR.EE/KOGULSAGER](https://linktr.ee/kogulsager)

(PORTFOLIO & SOCIALS)

SKILLS

DIGITAL STRATEGY & PLANNING
CUSTOMER-CENTRIC MARKETING
EMAIL MARKETING & STRATEGY
SOCIAL MEDIA MARKETING
PROJECT MANAGEMENT
GRAPHIC & VIDEO EDITING
WEB CONTENT DEVELOPMENT
SEO/ACCESSIBILITY OPTIMIZATION

LANGAUGES

ENGLISH
TAMIL
SINHALA

SUMMARY

Self-motivated digital marketing professional with experience in inbound marketing coordination, dedicated to delivering high-quality, results-driven solutions. Passionate about providing stakeholders with customer-centric strategies to drive impactful campaigns and enhance brand presence. I excel in optimizing digital processes for seamless execution and ensuring stakeholders are informed about project workflows.

I specialize in analyzing, planning, and managing digital marketing strategies throughout the entire lifecycle, with customer satisfaction as a priority. My exceptional problem-solving skills and fast situational adaptability have enabled me to maintain high-quality standards within strict deadlines. I am consistently results-driven, evaluating outcomes with stakeholders for improvement and sustained success.

- Proficient in project management tools including Microsoft Planner/Project, SharePoint, Confluence/Jira, ClickUp, Basecamp, and Trello.
- Experienced in CRM, email marketing and digital marketing channels such as Salesforce, HubSpot, Eloqua, Pendo, and Google Analytics (GA4).
- Familiar with social media advertising strategies and platforms, including PPC campaigns on Meta, Google, LinkedIn, and X (Twitter) Ads.
- Knowledgeable in CMS platforms including Sitecore, WordPress, and AEM, as well as SEO tools such as Screaming Frog, Semrush and Google Search Console.
- Adept at using Adobe Creative Suite and Canva for creative design projects.
- Experienced in front-end web development, with strong skills in HTML, CSS, and JavaScript, and exposure to jQuery, Bootstrap and HighCharts libraries.

EXPERIENCE

Digital Marketing Analyst, Financial Marketing Services | Acuity Knowledge Partners

SEP 2023 – PRESENT

World Trade Center, Sri Lanka

- Manage digital marketing solutions for Top 10 U.S. Asset Manager clients, overseeing the tech workstream, with effective resource management and utilizing project management tools such as MS Planner, Jira, and Basecamp.
- Develop and execute strategic plans for website content management, document libraries, and site optimization requirements, ensuring strict adherence to compliance standards and customer privacy guidelines.
- Coordinate marketing campaigns, integrating creative, reporting, and email marketing team efforts. Analyze results in collaboration with SEO teams, and present performance metrics and conversion outcomes to clients.
- Strategize frequent UI/UX enhancements and interactive front-end data visualizations using web technologies such as JavaScript, jQuery, and XML.
- Provide technical troubleshooting support for the Sitecore web content management system, external marketing tools, and CRM platforms.
- Drive lead generation initiatives for Acuity's digital marketing services.

eLearning and Content Development Intern | CAM Management Solutions (CAMMS)

OCT 2022 – SEP 2023

World Trade Center, Sri Lanka

- Strategize and develop quarterly customer communications plans for Camms.College, including email, website and social media campaigns.
- Oversee and lead the digital agency vendor in managing the Camms.College CMS (WordPress), ensuring routine content updates and maintenance.
- Ensure timely campaign delivery and maintain strong customer relationships using CRM solutions, including Salesforce and HubSpot.
- Collaborate with product development teams to identify product enablement opportunities within Camms solutions, leveraging SaaS marketing principles.
- Work with subject matter experts and the creative agency vendor to develop high-quality content, including graphics, videos, and written materials.



NOTABLE PROJECTS

- **Revamp of the Camms.College Website (04 Months)**

Assisted in error-free content and eLearning collateral migration and quality assurance for the redesigned WordPress CMS website, resulting in improved user experience and enhanced website performance metrics.

- **Digital Marketing Account Transition (04 Months)**

Supported the transition of a Digital Marketing Account from a vendor to an in-house digital marketing team, managing knowledge transfer activities and a comprehensive transition plan documentation.



EDUCATION

- **BSc (Honours) Computer Science**

| **Kingston University** (ESOFT Metro Campus)

SEP 2021 – SEP 2022

Colombo, Sri Lanka



GRADE: Upper Second Class

- **Higher National Diploma (HND) - Information Technology**

| **Pearson** (ESOFT Metro Campus)

JUN 2019 – DEC 2020

Batticaloa, Sri Lanka



GRADE: Merit

- **Assured Diploma in Information Technology (DiTEC)**

| **Pearson** (ESOFT Metro Campus)

JUN 2019 – DEC 2019

Batticaloa, Sri Lanka



- **Cambridge GCE Ordinary Level (OL) Examinations**

| **Hilburn International College**

MAR 2008 – MAR 2019

Avissawella, Sri Lanka



Geography: **A**
English Language: **B**
Computer Science: **B**
Mathematics: **B**

Physics: **C**
Biology: **C**
Chemistry: **C**



CERTIFICATIONS

- **Career Essentials in Generative AI by Microsoft and LinkedIn**

| **Microsoft** (LinkedIn Learning)

FEBRUARY 2024

| [View Credential](#)

- **Pendo Product Analytics Certification**

| **Pendo.io**

AUGUST 2023

| [View Credential](#)

- **HubSpot Digital Marketing Certification**

| **HubSpot Academy**

MARCH 2023 (RENEWED JULY 2024)

| [View Credential](#)

- **HubSpot Inbound Marketing Certification**

| **HubSpot Academy**

NOVEMBER 2022

| [View Credential](#)

- **The Fundamentals of Digital Marketing**

| **Google Digital Garage**

OCTOBER 2022

| [View Credential](#)