

CONTACT

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Media Analytics Professional with 6+ years of progressive experience (5+ years in media analytics, advertising, and print advertising) and 1+ year in data science and machine learning. Proven expertise in bridging business operations with advanced analytics, leveraging AI/ML technologies to drive efficiency and uncover new opportunities to apply technical data science skills to solve complex business challenges in data-driven media and advertising technology.

PROFESSIONAL SUMMARY

Results-driven Data Scientist and Media Analytics Professional with 6+ years of progressive experience in traditional media (TV, radio, print advertising) and 1+ year in data science and machine learning. Proven expertise in bridging business operations with advanced analytics, leveraging AI/ML technologies to drive efficiency and uncover new opportunities to apply technical data science skills to solve complex business challenges in data-driven media and advertising technology. Seeking opportunities to combine deep media industry knowledge with deep data science skills to drive data-driven media and advertising technology solutions.

Machine Learning, Classification Algorithms, Deep Learning, Statistical Modeling, Statistical Analysis, Data Engineering

CORE COMPETENCIES

• **Data Science & Analytics:** Machine Learning, Classification Algorithms, Deep Learning, Statistical Modeling, Statistical Analysis, Data Engineering (CNN), Data Visualization, Predictive Modeling

Python, Keras, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, TensorFlow, PyTorch, Jupyter, AWS, GCP, Azure

• **Technical Skills:** Python, TensorFlow, Keras, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, Jupyter, AWS, GCP, Azure

Media Planning & Buying, TV/Radio/Print Advertising, Media Analytics, Broadcast Monitoring, Campaign Management, Media Buying, Cross-functional Collaboration

• **Media & Business Domain:** Media Planning & Buying, TV/Radio/Print Advertising, Media Analytics, Broadcast Monitoring, Campaign Management, Media Buying, Cross-functional Collaboration

2024 - Present

PROFESSIONAL EXPERIENCE

MEDIA EXECUTIVE
Ogilvy Media, Sri Lanka | 2024 - Present

Managed TV, radio, and press advertising campaigns for SLT-Mobitel, ensuring timely planning, placement, and coordination with media outlets. Implemented a media reconciliation system (trial phase) to automate verification of scheduled TV ads against broadcast monitoring data, reducing manual errors. Led planning and buying initiatives to optimize cost-efficiency and maximize advertising effectiveness.

• Manage integrated TV, radio, and press advertising campaigns, ensuring timely planning, placement, and coordination with media outlets.

• Designed and implemented a media reconciliation system (trial phase) to automate verification of scheduled TV ads against broadcast monitoring data, reducing manual errors.

• Support strategic media planning and buying initiatives to optimize cost-efficiency and maximize advertising effectiveness.

Advertising Department, Sri Lanka | 2019 – 2024

SCHEDULING OFFICER
Wijeya Newspapers Ltd, Advertising Department

Managed and coordinated advertising inventory across multiple publications. Coordinated with leading advertising agencies and marketing teams to ensure timely campaign execution. Maintained strong vendor relationships and ensured quality standards in ad placement. Developed operational processes that served as foundation for later automation initiatives.

• Scheduled daily newspaper advertising inventory across multiple publications.

• Coordinated with leading advertising agencies and marketing teams to ensure timely campaign execution.

• Maintained strong vendor relationships and ensured quality standards in ad placement and delivery.

• Developed operational processes that served as foundation for later automation initiatives.

EDUCATION	<p>Bachelor of Science (Honours) in Data Science London Metropolitan University, United Kingdom 2025 – 2026</p> <p>Curriculum includes: Programming, Security, Data Analytics, Research Project, Advanced Programming, Machine Learning, Applied Analytics Models, Analytical Methods, Data Security, Data Science</p>	<p>Pearson BTEC Higher National Diploma in Computing (Data Analytics) Esoft Metro Campus, Sri Lanka 2022 – 2024</p> <p>Curriculum includes: Programming, Networking, Database Design & Development, Data Analytics, Research Project, Business Process Support, Advanced Programming, Data Analytics, Machine Learning, Big Data Analytics & Visualization, Applied Analytics, Analytical Methods</p>
	<p>ment, Security, Programming for Data Analytics Models,</p>	<p>PROFESSIONAL CERTIFICATIONS & ONLINE COURSES</p> <ul style="list-style-type: none"> AI/ML Engineer – Stage II SLIIT Open and Distance Education (Completed: April 2023) AI/ML Engineer – Stage I SLIIT Open and Distance Education (Completed: April 2023) Google Data Analytics Certificate – Stage 2 Google / Coursera (Completed: October 2023) Google Data Analytics Certificate – Stage 1 Google / Coursera (Completed: September 2023) Supervised Machine Learning: Regression and Classification DeepLearning.AI / Coursera (Completed: September 2023) Introduction to Generative AI Google Cloud Training Online (Completed: September 2023)
PROJECT EXPERIENCE	<p>atory data upload, dataset analysis (KNN, SVM, Random Forest)</p>	<p>CLASSIFICATION DASHBOARD WITH STREAMLIT <i>Python Classification Algorithms Streamlit Pandas Git</i></p> <p>Built an interactive Classifier Evaluation Dashboard using Streamlit for exploring model performance, feature importance, and hyperparameter tuning. Features include CSV file upload, model selection, and performance evaluation of multiple classifiers (Logistic Regression, Random Forest).</p>
	<p>advertisements. Implemented exception handling for complex scenarios requiring human review.</p>	<p>MEDIA RECONCILIATION SYSTEM – TRIAL PHASE (Ogilvy Media) <i>SQL Power BI Python Data Automation</i></p> <p>Designed and implemented automated media reconciliation workflow for TV advertising. Created matching algorithms to handle channel naming variations and integrated with existing systems for data synchronization.</p>
EMPLOYMENT	<p>mentation. Implemented phased deployment.</p>	<p>TV ADVERTISEMENT MONITORING SYSTEM – FEASIBILITY PROTOTYPE (Ogilvy Media) <i>Data Analysis Broadcast Technology Requirements Analysis</i></p> <p>Conducted feasibility analysis for real-time audio/video fingerprinting implementation. Documented storage requirements, processing capabilities, and recommended implementation approach for multi-channel monitoring across TV networks.</p>
	<p>ets with CNN architecture. Developed RESTful API using FastAPI for efficient production-ready model deployment and inference.</p>	<p>DEEP LEARNING-BASED BRAIN TUMOR CLASSIFICATION WITH FASTAPI DEPLOYMENT <i>Python CNN FastAPI Pandas Git</i></p> <p>Created a deep learning model for brain tumor classification using MRI datasets. Implemented a CNN architecture. Developed RESTful API using FastAPI for efficient production-ready model deployment and inference.</p>

INTERNAL OPERATIONAL DASHBOARDS (Ogilvy Media)

Power BI | Excel | KPI Development

Developed suite of operational dashboards tracking ad schedules, reconciliation status, invoice approvals, and performance metrics. Standardized KPIs and reporting cadences, improving cross-functional visibility and decision-making efficiency.

DRONE BIRD CLASSIFIER APP WITH TENSORFLOW AND STREAMLIT

Python | TensorFlow | Keras | Pandas | Git | CNN

Implemented a Convolutional Neural Network (CNN) model for image classification with integrated Streamlit web interface for seamless user experience. Demonstrates end-to-end deep learning deployment in production environment.

PROFESSIONAL REFERENCES

Mr. Shanaka Rajapaksha

Director of Apps Technologies | Chairman of National ICT Awards
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