

Shehan Kavishka

Data Scientist &
Media Analytics Professional

CONTACT

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PROFESSIONAL SUMMARY

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

CORE COMPETENCIES

- **Data Science & Analytics:** Machine Learning, Classification Algorithms, Deep Learning (CNN), Data Visualization, Predictive Modeling, Statistical Analysis, Data Engineering
- **Technical Skills:** Python, TensorFlow, Keras, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook, FastAPI, Streamlit, Power BI, Git, SQL
- **Media & Business Domain:** Media Planning & Buying, TV/Radio/Print Advertising, Media Reconciliation, Ad Operations, Broadcast Monitoring, Campaign Management, Media Analytics, KPI Development, Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

MEDIA EXECUTIVE

Ogilvy Media, Sri Lanka | 2024 – Present

- Manage integrated TV, radio, and press advertising campaigns for SLT-Mobitel, ensuring timely planning, placement, and coordination with media outlets
- Designed and implemented media reconciliation system (trial phase) to automate verification of scheduled TV ads against broadcast monitoring data, reducing manual cross-checking processes
- Support strategic media planning and buying initiatives to optimize cost-efficiency and maximize advertising effectiveness

SCHEDULING OFFICER

Wijeya Newspapers Ltd, Advertising Department, Sri Lanka | 2019 – 2024

- Scheduled daily newspaper advertisements and managed 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

Bachelor of Science (Honours) in Data Science

London Metropolitan University, United Kingdom | 2025 – 2026

Curriculum includes: Programming, Security, Data Analytics, Research Project, Advanced

Programming, Machine Learning, Applied Analytics Models, Application Methods, Big Data Analytics, Python, Data Visualization.

Pearson BTEC Higher National Diploma in Computing (Data Analytics)

Esoft Metro Campus, Sri Lanka | 2022 – 2024

Curriculum includes: Programming, Networking, Database Design & Develop-

Data Analytics, Research Project, Business Process Support, Advanced Prog-

Analytics, Machine Learning, Big Data Analytics & Visualization, Applied Analy-

tical Methods

PROFESSIONAL CERTIFICATIONS & ONLINE COURSES

- 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

CLASSIFICATION DASHBOARD WITH STREAMLIT

Python | Classification Algorithms | Streamlit | Pandas | Git

Built an interactive Classifier Evaluation Dashboard using Streamlit for exploratory data analysis and machine learning model assessment. Features include CSV file upload, dataset visualization, model selection, parameter tuning, data exploration, and performance evaluation of multiple classifiers (Logistic Regression, Random Forest).

MEDIA RECONCILIATION SYSTEM – TRIAL PHASE (Ogilvy Media)

SQL | Power BI | Python | Data Automation

Designed and implemented automated media reconciliation workflow for TV advertisements. Created matching algorithms to handle channel naming variations and integrated exception handling for complex scenarios requiring human review.

TV ADVERTISEMENT MONITORING SYSTEM – FEASIBILITY PROTOTYPE (Ogilvy Media)

Data Analysis | Broadcast Technology | Requirements Analysis

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.

DEEP LEARNING-BASED BRAIN TUMOR CLASSIFICATION WITH FASTAPI DEPLOYMENT

Python | CNN | FastAPI | Pandas | Git

Created a deep learning model for brain tumor classification using MRI data architecture. Developed RESTful API using FastAPI for efficient production-ready deployment and inference.

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 deployment on various environments. Demonstrated end-to-end deep learning deployment in production environment.~~

**PROFESSIONAL
REFERENCES****Mr. Shanaka Rajapaksha**

Director of Apps Technologies | Chairman of National ICT Awards
Executive Committee Member, BCS the Chartered Institute for IT (UK)
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