

Shehan Kavishka

Data Scientist & Media Analytics Professional

CONTACT

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Address: 130 Wanarathana Place, Dehiwala

lia Analytics Professional with 6+ years of progressive
o, and print advertising) and 1+ year in data science and
bridging business operations with advanced analytics,
leveraging AI/ML technologies to drive efficiency and
opportunities to apply technical data science skills
owledge to solve complex business challenges in data-
y.

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

, Keras, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn,

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

- Present

o, and press advertising campaigns for SLT-Mobitel, ensuring
and coordination with media outlets
l media reconciliation system (trial phase) to automate
/ ads against broadcast monitoring data, reducing manual
anning and buying initiatives to optimize cost-efficiency and
iveness

Advertising Department, Sri Lanka | 2019 – 2024

PROFESSIONAL SUMMARY

CORE COMPETENCIES

- Results-driven Data Scientist and Media professional with extensive experience in traditional media (TV, radio, print) and digital media. Proficient in machine learning, data mining, and statistical analysis. Proven expertise in developing automated solutions, and improving operational efficiency through informed decision-making. Seeking opportunities to leverage my technical skills combined with deep media industry knowledge to drive innovation and growth in the field of media and advertising technology.

- **Data Science & Analytics:** Machine Learning (CNN), Data Visualization, Predictive Modeling
 - **Technical Skills:** Python, TensorFlow, PyTorch, Numpy, Pandas, Matplotlib, Scikit-learn, TensorFlow.js
 - **Media & Business Domain:** Reconciliation, Ad Operations, Analytics, KPI Development, Media Planning, Creative Briefing

PROFESSIONAL EXPERIENCE

MEDIA EXECUTIVE

Ogilvy Media, Sri Lanka | 2024 -

- Manage integrated TV, radio, and digital media campaigns through timely planning, placement, and optimization.
 - Designed and implemented advanced reporting and analytics tools for media performance tracking and optimization.
 - Developed and maintained cross-functional relationships with clients, creative teams, and internal departments to ensure alignment and success.
 - Implemented new technologies and platforms to enhance efficiency, scalability, and client satisfaction.

SCHEDULING OFFICER

Wijeya Newspapers Ltd, Advert

- Scheduled daily newspaper multiple publications
 - Coordinated with leading ad campaign execution
 - Maintained strong vendor relationships and delivery
 - Developed operational procedures

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 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
Executive Committee Member, BCS the Chartered Institute for IT (UK)
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