



R. KOGUL SAGER

DIGITAL SOLUTIONS ARCHITECT
AUTOMATION STRATEGIST
WEB CONTENT DEVELOPER

AGE: 22

CONTACT

+94 76 914 4110

KOGULSAGER@GMAIL.COM

10/1, Sriya Road,
Wellawatte
Colombo 00600
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

LANGUAGES

ENGLISH
TAMIL
SINHALA

SUMMARY

I blend strategy with tech to make digital marketing work — whether it's web content, email marketing, automation, or data-driven campaigns. But what really sets me apart is how I bridge marketing and tech instead of treating them as separate worlds.

I'm all about understanding the "why" behind business challenges and building solutions that aren't just creative but make an impact. No fluff, no gimmicks — just smart, effective strategies that push the limits of what's possible in the digital space.

- Proficient in project management tools including Microsoft Planner/Project, SharePoint, Confluence/Jira, ClickUp, Basecamp, and Trello.
- Experienced in CRM + automation, email marketing, working with platforms like Salesforce, SFMC, Pardot, HubSpot, and Eloqua.
- Skilled in digital marketing and analytics, leveraging tools like Google Cloud (including Google Analytics and Search Console), Pendo for data-driven insights and optimization.
- 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 and Confluence/Jira.
- Provide technical troubleshooting support for the Sitecore web content management system and CRM/Marketing Automation platforms including Salesforce, SFMC, Pardot (EM), and HubSpot.
- Strategize frequent UI/UX enhancements and interactive front-end data visualizations using web technologies such as JavaScript, jQuery, and XML.
- Execute strategic plans for website content management, document libraries, and site optimization while ensuring compliance and privacy standards.
- Assist in strategic lead generation initiatives for Acuity's digital marketing services, focusing on optimizing conversion rates and expanding market reach.

● 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](#)