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SEO Manager with 10+ years' experience driving growth across banking, SaaS, and telecom. Expert in technical SEO, content strategy, web analytics, and frontend technologies (HTML, JS, CSS). Currently pursuing a BSc in Data Science, blending SEO with machine learning. Built an LLM Brand Audit Tool using Python and Streamlit to track brand visibility in AI search results. Proven leader with a global track record and focuses on data-driven, future-ready strategies.

EXPERIENCE

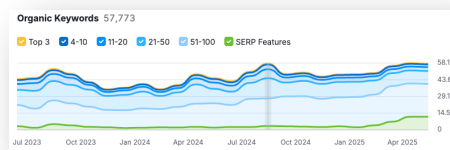
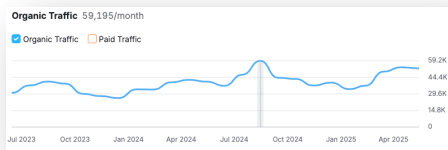
OCT 2022 – PRESENT

TECHNICAL SEO MANAGER, FRANK DARLING (USA)

- Implemented Schema Markups to improve overall CTR & Organic visibility
- Deferred Non-Critical JavaScript to Improve Core Web Vitals
- Implemented and debugged custom event tracking using Google Tag Manager (GTM), ensuring accurate conversion data capture across Shopify & custom-built site
- Work as a liaison between the web development team and the marketing team for a better workflow

Achievements:

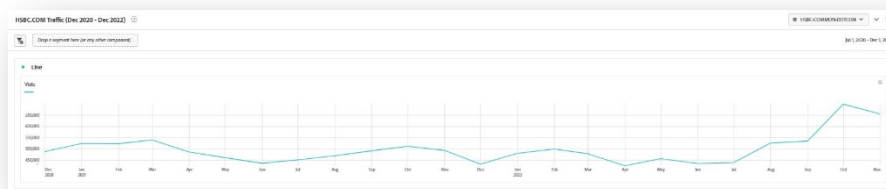
- Was able to improve overall organic traffic by 50% within 3 months.
- Improved overall SERP rankings for more money keywords
- Overall sales (ROI) have improved by 33% within 3 months.



NOV 2017 – NOV 2022

DIGITAL INSIGHTS MANAGER, HSBC

- Implemented SEO strategies to improve organic traffic.
 - o Improved organic traffic from USA by 170% over the past 4 years.
 - o 83% increment in organic keywords within last 2 years for Australian user base
 - o 3.15% improvement in non-branded keywords within 1 year
 - o Monthly technical SEO audit conducted to improve site's SEO crawlability & health.
- Integrated Tag management system (Tealium) to capture conversions & other user interactions.
 - o Web tracking requirement development for HSBC-owned websites
 - o Web tracking testing & event value validation for both transactional & non-transaction sites
 - o Connect Adobe Analytics & Tealium tag management solution to collect public website data.
- Analyze the website's key performance metrics and competitive trending.
 - o Automation of Key reports using Google data studio & SEMrush connector
 - o Share key web analytics reports with stakeholders weekly, monthly & quarterly.
- Created PPC campaigns to improve site paid traffic and improve target keyword traffic to hsbc.com.
- Managed a team of 8 SEO specialists (direct reports) from the Philippines, China & Sri Lanka
- Developed strategies, conducted market research, and used data and insights to drive improvements in website journeys, usability, and digital marketing activities to meet KPIs.
- Maintained strong relationships with a wide range of internal stakeholders including the External Communications team (UK), Marketing IT team (Poland) & other stakeholders from different regions.



NOV 2015 – OCT 2017

WEB CONTENT MANAGER, HSBC

- Created a content strategy to support the editorial team with regular publishing articles in www.hsbc.com.
- Conducted keyword research & competitor analysis to keep the hsbc.com site's content up to date.
- Applied different website optimization ideas to divert traffic into different HSBC channels.
- Worked along with design & editorial teams in developing digital assets for different campaigns.
- UX journey tagging and testing tracking implemented to understand customer funnels, UX journeys & best-in-class digital experience.

NOV 2013 – OCT 2015

DIGITAL CONTENT ASSOCIATE, ROBIN SEEDS PVT LTD

- Managed Web content for Robinseeds.lk website.
- Conduct regular updates for CMS (WordPress)
- Maintain content standards while improving the site content quality
- Develop content marketing plan to improve site's SERP visibility

EDUCATION

DEC 2024 – READING

BSC (HONS) IN DATA SCIENCE, LONDON MET UNIVERSITY

Bachelor of Science with Honours, Data Science (Top-Up)

AUG 2020 – AUG 2021

MBA (MARKETING), UNIVERSITY OF BEDFORDSHIRE

Master of Business Administration, specializing in Marketing

JAN 2021 – JAN 2022

CDMS, DIGITAL MARKETING INSTITUTE

Certified Digital Marketing Specialist in Search Marketing

OCT 2014 – OCT 2017

HND, PEARSON BTEC

Higher National Diploma in Computing and Systems Development

CERTIFICATIONS

MAR 2022

A/B TESTING & DATA SCIENCE, EVOLYTICS

A/B Testing & Data Science training course

APR 2021

DIGITAL MARKETING ANALYTICS CERTIFICATION, CDM

In-depth Marketing Analytics certification program

SKILLS

Search Engine Optimization (SEO)
Python
Web analytics & insights
Content marketing & Content strategy
Web content management
HTML & CSS (Front-end Dev)

PPC Strategy
Web user interaction tracking
Tag management
Search Engine Marketing (SEM)
Social Media Marketing
Data Science

TOOLS

Adobe Analytics
Google Analytics
Google AdWords
Google Search Console
SEMRush
Ahrefs
Moz Tool
Silktide

Sprinklr
Facebook Ads
Screaming Frog
PowerBI (DAX Coding)
Siteimprove
ContentSquare
Google Tag Manager
Tealium