

ROSHAN EPASINGHE

Digital Marketing & Business Development Consultant

Digital Media Strategist | Content & Creative Director

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Strategic media professional with 15+ years of experience across radio, digital media, content creation, social media,brand communication and creative production.

CORE COMPETENCIES

- Digital Strategy
- Social Media Management
- Content Strategy
- Creative Campaigns
- Content Creation
- Brand Development
- Facebook / Instagram / Tik Tok / YouTube
- Audio & Video Production
- Graphic Design
- Photography & Videography
- Website Design & Development
- Event Management
- AI Creative Solutions
- Crisis Management

TOOLS & PLATFORMS

Pr Ae Ai Ps Canva

Flow

PROFESSIONAL SUMMARY

Results-driven Digital Media and Creative professional with extensive experience in digital strategy, social media management, content creation, audio-visual production, creative campaigns, and brand development. Since entering the media industry in 2009 and moving into digital-focused work in 2016, I have built and scaled digital platforms across media, entertainment, automotive, aviation and corporate sectors.

A multidisciplinary professional capable of managing strategy, content, production, social media, creative development, digital campaigns, websites, events and crisis management - with a strong focus on measurable organic growth and audience development.

DIGITAL PERFORMANCE HIGHLIGHTS

YouTube Growth (Voice of Asia Network)
28K → 150K+
(8 months → 100K)

Facebook Growth (Voice of Asia Network)
41K → 175K+

Website Alexa Ranking (Voice of Asia Network)
1000+ → 123

Highest Monthly Reach (Voice of Asia Network)
3M+
(avg. 1M+)

Average Monthly Video Views (Voice of Asia Network)
100K+
(Morning Show)

Highest Video Views (Voice of Asia Network)
1M+

Biker.lk Social Growth (2025)
YT 8.2K → 40K | FB 25K → 95K
TikTok 5K+ → 70K

Peak Monthly Reach (Biker.lk)
2.2M+

Ticket Sales (Yes Asia)
LKR 1.6M
(500+ tickets | 25 days)

KEY ACHIEVEMENTS

SLT Zero One Awards 2018
(Siyatha FM)

YouTube Silver Play Button
(Voice of Asia Network)
Within 8 months

Hero (Abans Motors) Influencer Invite
LKR 550,000
media value (Biker.lk)

Yes Asia Musical Event
LKR 1.6M
ticket sales
(25 days campaign)

SELECTED DIGITAL KPI ACHIEVEMENTS



VOICE OF ASIA NETWORK | 2018-2020
Digital Developer | Content Creator
Brands: Siyatha 24 News | Siyatha FM | Siyatha TV

- Grew YouTube from 28K to 150K+ subscribers.
- Reached 100K YouTube subscribers within 8 months.
- Grew Facebook from 41K to 175K+ followers.
- Increased monthly digital reach from approximately 20K-55K to 1M+, with peaks exceeding 3M+.
- Morning Show digital videos regularly achieved 100K+ views, with top-performing videos exceeding 1M views.
- Developed a content system that allowed Morning Show content to go live and gain digital traction immediately after the on-air programme.
- Expanded digital audience growth beyond the Morning Show through programme led content such as රෑ දහයයි ගී දහයයි, Lokay Watay, Admin Talk and Trending Talk.
- Achieved Siyatha FM's YouTube Silver Play Button within 8 months, becoming Sri Lanka's first radio station to achieve this milestone.
- Received recognition at the SLT Zero One Awards 2018 for Siyatha FM.



SELECTED DIGITAL KPI ACHIEVEMENTS

DSI TYRES / BIKER.LK | 2025
Head of Strategy | Content Creator

- Reactivated a digital platform that had remained largely inactive for approximately one year.
- Grew YouTube from 8.2K to 40K subscribers.
- Grew Facebook from 25K to 95K followers.
- Grew TikTok from 5K+ to 70K followers.
- Achieved 2.2M+ peak monthly reach.
- Generated approximately 1M monthly Facebook video views, 100K+ YouTube views, and 250K+ TikTok views.
- Highest-performing content achieved 2.2M Facebook reach/views, 776K TikTok views and 62K YouTube views.
- Developed Biker.lk into a daily motorcycle-focused digital media platform, expanding beyond reviews into shop visits, launches and influencer-style content.
- Positioned Biker.lk at major motorcycle launches and industry events.
- Hero / Abans Motors invited Biker.lk to a major Cinnamon Life launch with a LKR 550,000 media/influencer value.

CIVIL AVIATION AUTHORITY OF SRI LANKA | 2024
Social Media Manager & Strategy | Content Creator
Brand: Guwan Sarisara – ගුවන් සැරිසර

- Grew YouTube from 3K to 15K subscribers.
- Grew Facebook from 18K to 69K followers.
- Increased monthly reach from 1K+ to a peak of 3M.
- Increased engagement from approximately 500 to 2M+.
- Generated approximately 1M monthly Facebook video views and 30K+ YouTube views.
- Highest Facebook performance reached 3.3M, with top YouTube videos reaching 88K views.
- Took ownership of 139 existing videos affected by copyright claims and systematically resolved copyright issues.
- Successfully enabled YouTube monetization for a channel that had previously been ineligible.



VEENAVEE PRODUCTIONS | 2022 - 2024
Social Media Manager & Strategy | Content Creator
Projects: Bio | Mandaram Kathawe | See You | 1990

- Grew the digital audience from approximately 5K to 250K.
- Increased monthly reach from 5K to 2M+.
- Increased engagement from approximately 1.5K+ to 1M+.
- Achieved approximately 250K average monthly video views.
- Highest-performing content reached 2.5M+ Facebook views and 532K+ views on another platform.
- Developed a digital-first promotional strategy for Bio, a Swarnavahini tele-drama, creating new content formats to support episode performance.
- Increased initial episode performance from below 80K views to approximately 250K views.
- Subsequently supported digital promotion strategies for Mandaram Kathawe and See You.



YES ASIA ENTERTAINMENT | 2026 – Present
Head of Strategy | Content Creator
Project: "70' Chamathkaraya" Musical Event

- Took over the digital campaign 25 days before the event with zero online ticket sales.
- Developed and implemented a focused digital ticket-sales strategy.
- Generated 500+ online ticket sales.
- Achieved approximately LKR 1.6M in ticket sales through the campaign.
- Managed the campaign with a USD 350 advertising budget.
- Focused on targeted audience development, creative content and conversion-driven digital promotion.

Brands Have Worked With

DIGITAL CAPABILITIES

Strategy & Marketing
- Digital Strategy
- Campaign Planning
- Audience Development
- Organic Growth
- Brand Strategy
- Business Development

Content & Creative
- Content Strategy
- Copywriting
- Graphic Design
- Photography
- Videography
- Audio Production
- Video Production
- AI Creative Solutions

Digital Platforms
- Meta Business Suite
- Facebook
- Instagram
- TikTok
- YouTube
- Websites
- SEO
- Digital Analytics

Management
- Social Media Management
- Creative Direction
- Event Management
- Crisis Management
- Project Management

PROFESSIONAL POSITIONING

Digital Marketing & Business Development Consultant Helping brands, media companies and businesses build stronger digital identities, grow audiences, create high-performing content and convert digital attention into measurable business value.

REFERENCE

Priyantha Heenpella
Former Assistant Manager News •
TNL RADIO NETWORK PVT LTD
0718844402