

Wihitha Deshan (Demi) Thathsara

Digital Business Advisor — AI, Digital Marketing & SME Growth

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July
17 Book an interview — 30 / 45 / 60 min →

PROFESSIONAL SUMMARY

Digital business advisor and AI consultant who helps small businesses improve visibility, attract customers and grow through digital capability. I pair hands-on small-business marketing experience — including a 20% e-commerce revenue lift for a Melbourne retailer — with genuine technical depth in AI and automation, and I'm known for translating complex digital concepts into clear, practical advice owners can act on. Founder of my own AI and digital agency serving Australian SMEs (ai.raava.au), with a track record of running 1:1 advisory, training teams to work 3-5x more efficiently with AI, and shipping real products that save users hours every week. Commercially aware, digitally fluent, and energised by helping founders start, grow and thrive.

WHAT I BRING TO THIS ROLE

- **SME & startup advisory** — founder-level experience advising small businesses on growth, digital adoption and process improvement across retail, professional services and government-adjacent clients.
- **Digital marketing & online growth** — Meta Ads Manager, Google Analytics (GA4), SEO, content and lead generation, marketplace and e-commerce funnels; drove +20% e-commerce revenue.
- **AI adoption made practical** — I help businesses and teams apply AI tools and AI-assisted content workflows in real-world ways, not theory; trained cross-functional teams to 3-5x efficiency.
- **Facilitation & communication** — comfortable running training sessions and presenting; award-winning content producer for broadcast; built and delivered student-recruitment content as a faculty ambassador.
- **Stakeholder & relationship management** — trusted advisor to founders, directors and government-sector clients; manages multiple projects and priorities.
- **CRM & marketing platforms** — Salesforce, CRM builds, Channel Advisor, Looker Studio, n8n marketing automation.

CORE SKILLS

Digital Marketing & Growth: Meta Ads Manager, Google Analytics (GA4), SEO, content & lead generation, digital funnels, customer acquisition, marketplace operations, social media strategy, email & marketing automation

AI & Emerging Tech: AI tool adoption for SMEs, AI-assisted content workflows, generative AI (Claude, OpenAI, Ollama), RAG systems, business process automation, multi-agent orchestration (LangGraph, CrewAI), n8n / Zapier / Make

Advisory & Facilitation: 1:1 business coaching, workshop & webinar delivery, educational resource & template design, plain-language translation of technical concepts, program contribution & continuous improvement

Platforms & Tools: Salesforce, CRM design, Channel Advisor, Shopify, Webflow, WordPress, Google Looker Studio, Meta Business Suite, Google Tag Manager, Canva, Adobe Creative Suite

Technical (build-it depth): Python, JavaScript/TypeScript, SQL, React, Next.js, Laravel, FastAPI, PostgreSQL/Supabase, Docker, REST APIs

PROFESSIONAL EXPERIENCE

Silvatron Pty Ltd — AI Solutions Consultant & Developer

Jan 2026 - Present · Melbourne — AI & automation for Victorian Government-sector clients.

- Train cross-functional teams on AI-augmented workflows, driving **3-5x efficiency gains** and measurable ROI — the kind of practical capability-building this advisory role centres on.
- Architected a production document-intelligence pipeline (LangGraph, Python, AWS Bedrock) that turns hundreds of unstructured regulatory compliance documents into validated structured data — cutting a multi-hour manual task to ~30 minutes per assessment at ~90% extraction accuracy (F1), at roughly \$1.65 per document. Live in client user-acceptance testing (access on request).
- Built **Sentinel**, an AI code-review and DevOps automation bot (Claude Code, n8n, Bitbucket, Jira, Discord) that automates pull-request review and issue tracking, saving an estimated 20+ hours of team effort per month.
- Delivered a role-segregated policy compliance assistant (RAG with database-level row security) that flags out-of-date policies and cites sources inline — every answer carries a source citation and currency flag, with zero cross-role data leaks in validation.
- Operate under formal confidentiality obligations for government work — experienced in handling sensitive client information responsibly.

CoralShades (AI Agency) — Digital & AI Consultant

Sep 2025 - Apr 2026 · Melbourne — intelligent systems for business and government clients.

- Advised business and government clients on adopting AI and automation, scoping practical use cases and guiding them from idea to working solution.
- Built a policy-intelligence system that automatically monitors public government sources and delivers plain-language regulatory updates, removing hours of manual monitoring each week.
- Delivered InsightsLM, a self-hosted local RAG document-intelligence system (n8n, Ollama, Supabase/pgvector) so clients can search and reason over their own documents.
- Built **PolicyAi** (policy.coralshades.ai), a live AI policy & compliance Q&A system with source-grounded citations and role-based access (React, Supabase, RAG).
- Architected **CurryDash**, a multi-vendor food-delivery marketplace platform (Laravel, MySQL, GCP Cloud Run) spanning 11 delivery epics and 100+ API endpoints.
- Fine-tuned open-source LLMs and built LangSmith evaluation pipelines for systematic model benchmarking.

RAAVA Innovations — Founder & Digital/AI Advisor

2021 - Present · Melbourne · ai.raava.au — my independent AI & digital agency (working solo and leading small project teams) for Australian SMEs.

- Founded and run my own agency — working solo and leading small project teams — advising SMEs across retail, healthcare and professional services on digital growth and practical AI adoption; portfolio and case studies at ai.raava.au.
- Built **Previa**, an AI financial-admin platform helping households, freelancers and small businesses save 5+ hours/week — 70%+ automated transaction reconciliation and 95%+ receipt OCR accuracy (React, Supabase, n8n, Mistral, GPT-4o-mini).
- Delivered **Banana Leaf**, a restaurant-management MVP — Flutter customer app, Next.js admin and a real-time kitchen display system.
- Developing Sinhala voice AI / ASR (Whisper, faster-whisper) for underserved multilingual markets.

Fujian Footwear Pty Ltd — IT & Digital Marketing Consultant

Nov 2023 - Jul 2025 · Melbourne — advisory across e-commerce, analytics and AI adoption.

- Drove a **20% increase in e-commerce revenue** by integrating AI-powered trend analysis and automated reporting across retail, wholesale and marketplace channels.
- Built interactive Google Looker Studio dashboards that replaced manual weekly reporting and gave the team real-time visibility of digital performance.
- Pioneered AI tool adoption across business processes — inventory, trend forecasting and workflow optimisation — and coached staff on using them day-to-day.
- Produced 3D product visuals and campaign content that outperformed competitor visual strategies across multi-channel promotions.

Fujian Footwear Pty Ltd — Digital Marketing Coordinator / Manager

May 2022 - Oct 2023 · Melbourne — e-commerce, paid social, SEO and brand across four channels.

- Managed end-to-end digital campaigns across e-commerce, retail stores, wholesale and marketplace, owning monthly budgets and reporting ROI via **Google Analytics and Meta Business Suite**.
- Ran paid social (Meta Ads Manager), SEO and content/landing-page optimisation to grow online visibility and customer acquisition.
- Oversaw marketplace operations (Channel Advisor), promotional planning and account management across platforms.
- Managed influencer relationships and seasonal content; translated data insights into actionable retail strategies that lifted engagement.
- Built and managed e-commerce sites across the group's retail brands — ishoes.com.au, justbee.com.au, pandaslippers.com.au and fujianfootwear.com.au.

Monash University, Faculty of IT — Student Ambassador

Jun 2021 - Nov 2023 · Melbourne — public-facing communication & content delivery.

- Created video and social content for student recruitment across Twitch, YouTube, TikTok, Snapchat and Meta; represented the faculty and supported recruitment sessions.

SELECTED PROJECTS

PolicyAi — live AI policy & compliance Q&A with cited, role-segregated answers (RAG) ·

policy.coralshades.ai

RAAVA — my AI & digital agency, portfolio & case studies · ai.raava.au

Previa — AI financial-admin platform for SMEs (live demo available on request)

Sentinel — AI code-review & DevOps automation bot (Claude Code + n8n)

Web & brand design — lostcanvas360.com · starronresorts.com · behance.net/thathsara

EARLIER EXPERIENCE (SELECTED)

- **Full-Stack Developer (Contract)** — StorTera Ltd (UK), 2021 — React.js monitoring UI and admin panel.
- **Systems Engineer (Contract)** — HappyCarers Pty Ltd, 2021 — designed and built a CRM (PHP, JS, SQL).
- **IT & Brand Consultant** — Starron Group, 2021-22 — brand development for an international product across 5 markets.
- **Creative & Marketing Specialist** — Lavinia Bakers, 2021-22 — website overhaul, brand refresh, social campaigns.
- **Video Editor & Social Media (Contract)** — Swami Vivekananda Cultural Centre (High Commission of India, Sri Lanka), 2021-22.

EDUCATION

- **Bachelor of Information Technology** — Monash University, 2019 - completing Jul 2026.
Majors: Computer Network Security, Interactive Media.
- **Diploma of Information Technology** — Monash College, 2018 - 2019.

CERTIFICATIONS & AWARDS

- **Career Essentials in Generative AI** — Microsoft & LinkedIn (2023).
- **Ethics in the Age of Generative AI** — LinkedIn (2023).
- **Best Election Coverage Editor** — Monash University & MOJO News (2022) — awarded once every four years; aired on C31 Melbourne.
- **Motion Graphic Designer** — Federal & State Election Campaigns, aired on Channel 31 Melbourne (2022).

ADDITIONAL

Location & availability: Noble Park, VIC — comfortable with the Cremorne hybrid pattern (3 office / 2 home); available immediately; open to occasional regional travel.

Languages: English (professional), Sinhala (native). · **References:** available on request.

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