

Wihitha Deshan (Demi) Thathsara

Application — Digital Business Advisor, Melbourne Innovation Centre

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 **Book an interview — 30 / 45 / 60 min →**

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Hiring Team

Melbourne Innovation Centre

Cremorne, VIC

Dear Melbourne Innovation Centre team,

When I read that this role is "not a traditional corporate consulting role or purely technical marketing role" — but a practical advisor who helps small businesses *apply* technology, AI and modern digital tools in real-world ways — it described what I already do every week. I'd love to do it as part of MIC's mission to turn good ideas into real and lasting impact.

I bring a combination that's genuinely hard to find: I've **grown a real retailer's revenue** and I can **build the technology** — which means my advice is grounded, not theoretical. As digital marketing consultant and coordinator for a Melbourne footwear retailer, I drove a **20% increase in e-commerce revenue** by owning paid social (Meta Ads Manager), SEO, content, marketplace funnels and analytics (GA4), and by replacing manual reporting with live Looker Studio dashboards the team actually used. I know what moves the needle for a small business because I've been accountable for it.

Alongside that, I founded and run an AI and digital agency serving Australian SMEs, and I currently advise business and government-sector clients on adopting AI in practical, day-to-day ways. I've **trained cross-functional teams to work 3-5x more efficiently** with AI tools and AI-assisted content workflows, and built automation that removes hours of manual work for time-poor owners. Crucially, I'm good at the part the ad calls "the most important thing": explaining digital concepts in clear, accessible language so owners feel **supported rather than overwhelmed**. I learned to communicate to an audience long before I learned to code — my work has aired on broadcast television and I represented my university faculty in recruitment and presentations.

Mapping directly to what you're looking for:

- **1:1 advisory, workshops and webinars** — I run advisory sessions and training, and design educational resources and templates; I'm comfortable presenting to a room and coaching one-on-one.
- **Digital marketing & online growth** — Meta Ads, SEO, content and lead generation, digital funnels and customer acquisition, with measurable results.
- **AI adoption & digital capability** — practical AI implementation and advisory is my core strength; I help businesses identify opportunities for efficiency, automation and growth.
- **Cybersecurity & data privacy** — my Monash IT major is Computer Network Security, so I can also help owners with the online-security and data-privacy side of going digital.
- **CRM & marketing platforms, digital transformation** — Salesforce, CRM builds, Channel Advisor, marketing automation, and end-to-end transformation projects.
- **Stakeholder relationships & juggling priorities** — trusted advisor to founders and directors, managing multiple projects at once.

What draws me specifically to MIC is the *purpose*. Since 1998 you've helped thousands of founders start, grow and thrive, and you're building something new. I'm energised by that — I want my work to help real businesses, not just ship features. As a Sri Lankan-Australian who has built businesses across culturally diverse communities, I also connect naturally with the migrant, CALD and first-time founders MIC supports. I'm Melbourne-based and comfortable with the Cremorne hybrid pattern and occasional regional travel, available immediately, and I bring the growth mindset and intellectual curiosity you've asked for.

I'd welcome the chance to show you how I'd help MIC's clients — and MIC itself — get more from digital and AI. Thank you for considering my application.

Warm regards,

Demi Thathsara

Book a call: cal.com/demi-at-raava · CV & application: mic.raava.au · Live work: policy.coralshades.ai, ai.raava.au