

# WYLD GLOBAL

Your brand and marketing growth partner

We've helped businesses  
grow through strategy, creatives,  
and performance since 2017.



**10 Markets**  
**3 Global Offices**  
**50+ Team**  
(so far)

(Some of our)

# Clients



Financial Services · Information & Technology · Apparel · Retail · Fashion · Automotive · Construction · Food & Beverage · Hospitality · Travel & Logistics · Manufacturing · Beauty · Government & Trade

# Management



**Banura  
Sooriyapperuma**  
Chief Executive Officer

15 years across corporate and entrepreneurial roles, building WYLD from a 5-person team into a Google Premier Partner operating across 3 continents.

International MBA, Birmingham City University.  
Member of the Chartered Institute of Marketing, UK.



**Dilanjan  
Seneviratne**  
Chief Brand Officer

Built the biggest recording artist to come out of Sri Lanka, brokering collaborations with global giants, and brings that same commercial instinct to brand strategy.

Master of Business Administration.  
BA (Hons) Business Management.



**Shanellie  
White**  
Chief Creative Officer

9 years across brand and creative, building WYLD through defined creative direction while delivering impactful outcomes for 50+ brands operating across geographically and demographically diverse markets

MA International Marketing, Design Innovation.  
Bachelor of Business Administration



**Pramukshi  
Kariyawasam**  
Chief Growth Officer

16+ years leading brand and commercial marketing for luxury hospitality and lifestyle brands across the Middle East and South Asia, including Shangri-La Dubai.

Member of the Chartered Institute of Marketing, UK.  
City & Guilds, UK.



**Bashana  
Wijekoon**  
Head of Performance  
Marketing

Leads performance marketing for global brands, managing millions in paid media spend annually and generating over USD 30M in revenue across paid channels.

BSc Financial Mathematics & Actuarial Sciences.  
Chartered Marketer (ACIM)

# Qualifications



# Awards

In 2025, WYLD made its SLIM Digis debut and brought home six awards.



- Silver** Best Use of Data & Predictive Intelligence (Category Best)
- Silver** Best Use of Digital in a Marketing Campaign for Automotive, Spare Parts, and Lubricant Brands (Category Best)
- Bronze** Best Performance Marketing Campaign
- Merit** Best SEO/SEM Campaign



- Silver** Best Use of Digital in a Marketing Campaign for Not-for-Profit / CSR Brands (Category Best)



- Merit** Best Use of Creator / Influencer Content



# What We Do

## Strategy & Insights

Turning market intelligence into decisions that drive growth.

- Brand & Campaign Strategy
- Market Research & Customer
- Journey Mapping
- Analytics & Performance Reporting

## Brand & Creative

Building identities and content that connect and convert.

- Identity, Positioning & Messaging
- Design, Animation & Production
- Copywriting & Packaging

## Digital & Performance

Delivering measurable results across every digital channel.

- SEO, PPC & Paid Media
- Social Media & Influencer Marketing
- Email, CRO & Funnel Management

## Technology

Building the platforms and tools that make growth scalable.

- Website & E-commerce Development
- Mobile App & CRM Integration
- Marketing Automation

(Some of our projects)

## Case study 01

Launching Mastercard's digital presence in Sri Lanka and driving +99.8% reach YoY



A global payments technology leader, operating across 210+ countries and territories.

Mastercard had been present in Sri Lanka for years with no digital presence. WYLD built it from the ground up and continues to run it. We own the full scope across all digital channels: **strategy, content, production, and performance marketing**. Our work sits at the centre of a larger national shift, helping move Sri Lanka toward a cashless economy, promoting Mastercard's services, aligning with global messaging & initiatives and championing financial inclusion for women and small businesses.

Views

# 59.3 million

Instagram | Facebook | TikTok  
12 months

+356.9% growth  
year on year.



Collaborating with the WYLD team has been a consistently positive experience. Their creativity, dedication, and expertise have been invaluable in delivering high-quality outcomes.



**Sandun Hapugoda**

Country Manager, Sri Lanka & Maldives  
Mastercard

(Some of our projects)  
**Case study 02**

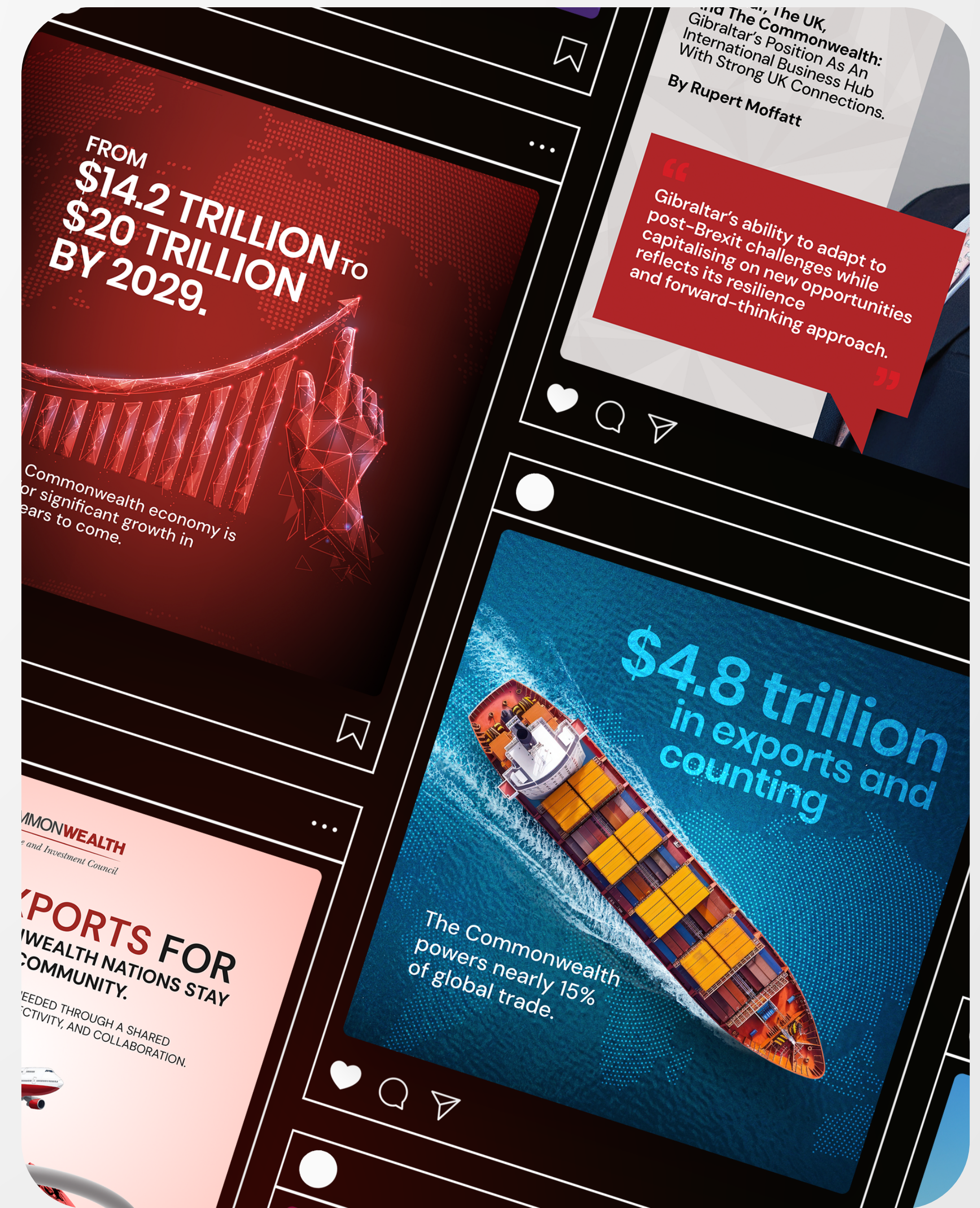
Running communications for the Commonwealth's official business and investment network.

**COMMONWEALTH**

*Enterprise and Investment Council*

Facilitates trade and investment across the 56 member nations of the Commonwealth

We build and manage CWEIC's global digital presence. From social media management to content creation, campaign planning, event communications, and media buying, we keep one of the world's most prominent international trade bodies showing up consistently and credibly across every channel, in every market they operate.



(Some of our projects)

## Case study 04

Entering a new geography and delivering double the industry benchmark in 4 months.

### **Rayen & Wood** FINANCIAL SERVICES

A New Zealand-based brokerage offering tailored financial solutions across mortgages, insurance, and asset finance.

New Zealand was a new market for WYLD. With no existing playbook for the geography, we started with deep market research, built a clear picture of the audience, and constructed a lead generation funnel specific to the geography and audience, and ran Meta Ads with ongoing strategy and creative optimisation. The funnel quickly found its footing & set a \$24.71 cost per lead (NZD).

Qualified Leads Generated  
in the first 4 months

**300**

Sales Qualified Lead Rate

**60%+**

Industry benchmark:

**20-30%**

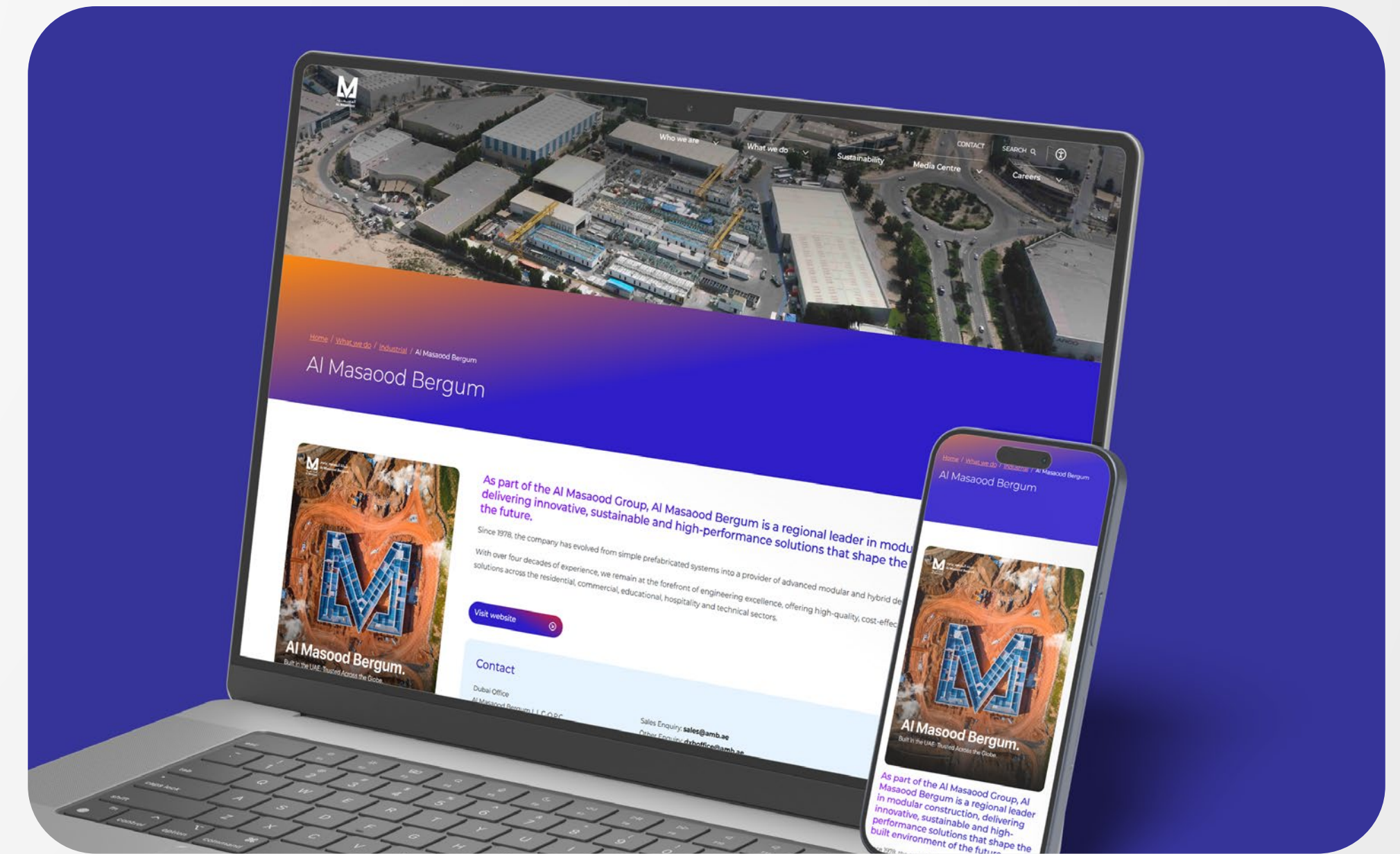
(Some of our projects)  
**Case study 03**

Delivering across performance, socials & web for one of the UAE's most diversified conglomerates.



A cornerstone of the UAE's business landscape, with operations spanning automotive, energy, construction, and industry.

Operating across multiple industries in one of the world's most visually demanding markets, AI Masood needed creative and digital output that could hold its own at every level of the group. WYLD works as an embedded partner across Commercial Vehicles and Equipment, Modular Construction, and Projects and Engineering, delivering across social media, performance marketing, web, corporate materials, and on-site branding.



(Some of our projects)

## Case study 05

Reaching 2.74 million unique accounts for a single automotive launch campaign in Sri Lanka

### **TATA MOTORS**

Connecting Aspirations

Global automotive manufacturer, distributed exclusively in Sri Lanka by DIMO, with 85+ years of automotive expertise.

WYLD ran full-funnel digital campaigns across Meta and YouTube to drive qualified buyer interest and showroom visits for TATA's passenger vehicle range, targeting buyers ready to purchase vehicles valued at USD 33,000+. Every element of the campaign, from strategy and creative to media buying and optimisation, was managed end to end by WYLD.

**1,500+**

Leads generated

**800+**

Sales qualified leads

“

Based on our past experience together, I had complete confidence that their performance marketing and creative teams would deliver not just what was expected, but more. Their ability to translate a strategic brief to a high-performing campaign mapping is commendable.

”

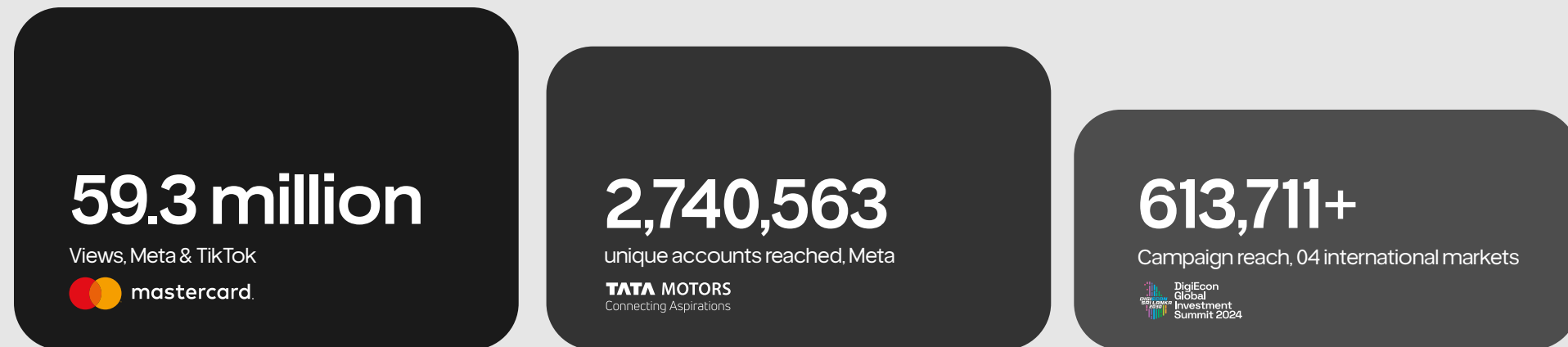
**Chalaka Bogoda**

Head of Marketing

Passenger Vehicles Diesel & Motor Engineering PLC

# Other results

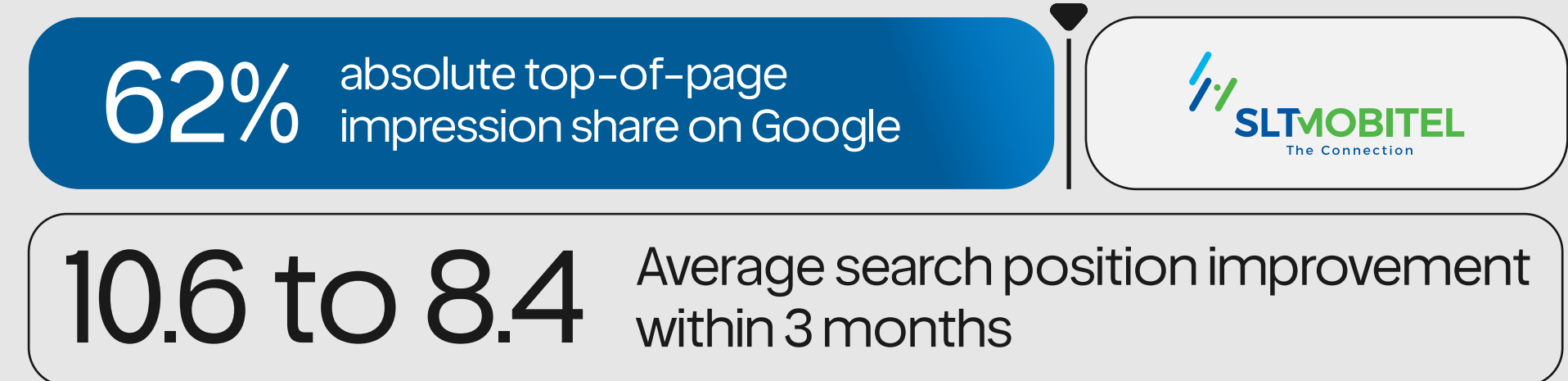
## Reach & Awareness



## Sales & Revenue



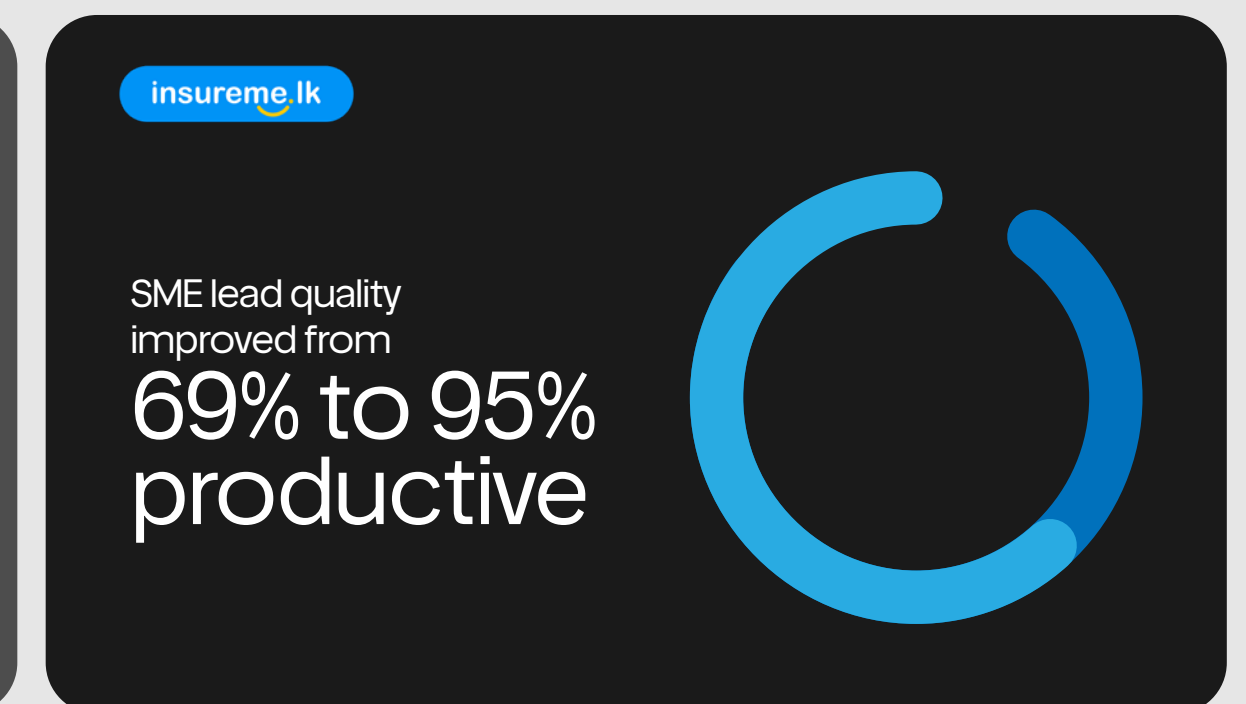
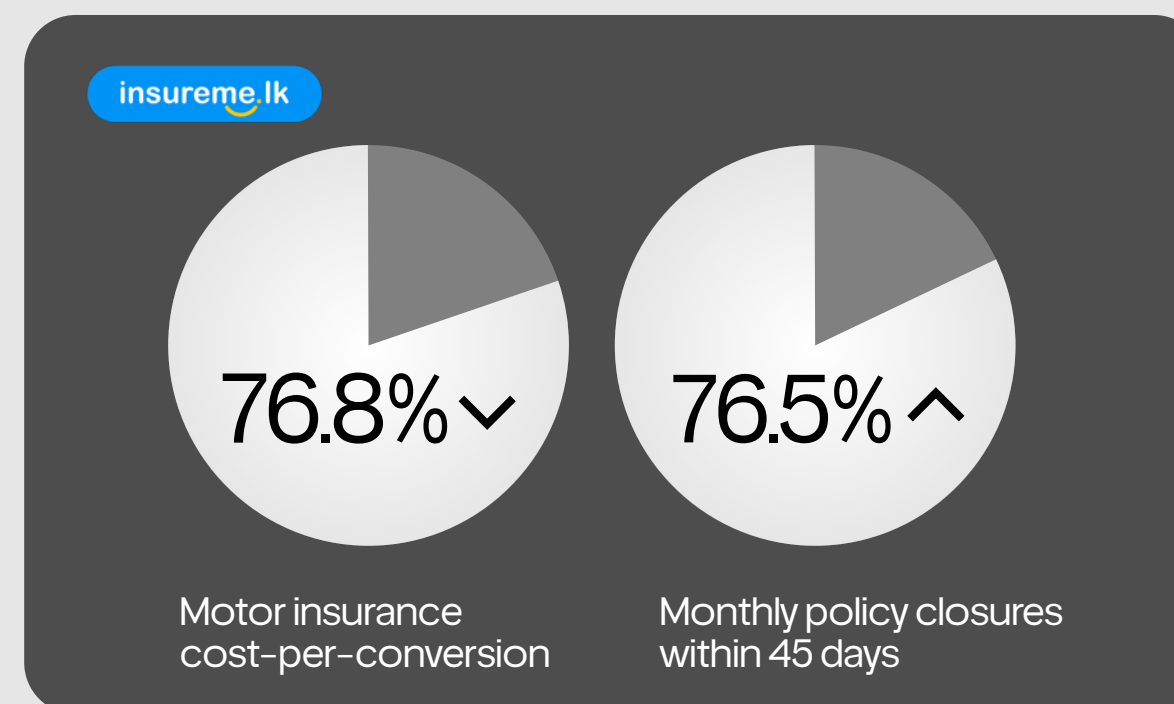
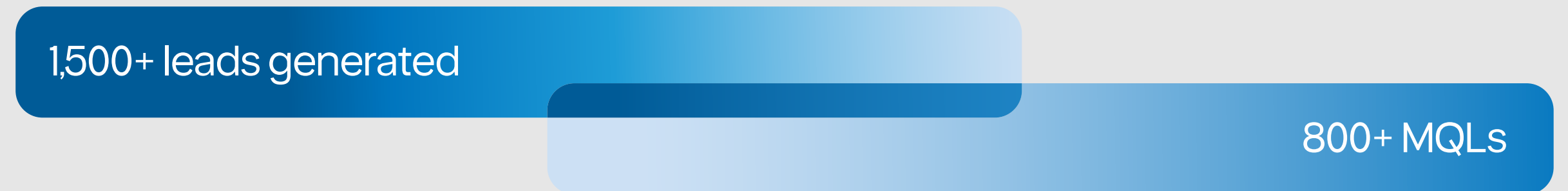
## Search & Digital Performance




## Leads & Conversions




TATA MOTORS  
Connecting Aspirations





# Get in Touch

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