



Elton Gomes

Student

Profile

Motivated Business and Engineering student with a strong interest for dynamic brand environments, youth culture, and experiential marketing. Skilled in social media marketing, CRM and campaign planning. Passion for innovation and visual storytelling.

Education

Business And Engineering (IBE), THWS – University of Applied Sciences Würzburg-Schweinfurt, Schweinfurt

October 2021 — Present

- Focus Sales (Modules: Principles of B2B-Marketing and Sales, Applied B2B-Marketing and Sales, Digital Marketing, International Marketing)
- Current Grade Point Average 2.96

13th Year Education, Christ University, Bengaluru

August 2020 — September 2021

- Completed 13th year of education in computer science as a requirement for a Bachelor's degree in Germany.

Internships

Intern at CIGNEX Technologies Pvt. Ltd, Ahmedabad

September 2021 — November 2021

- Assisted Project Manager in organizing internal communications and meetings for cross-functional teams, ensuring timely delivery of project updates.
- Utilized customer relationship management (CRM) systems to accurately track and manage customer data.
- Supported email and LinkedIn campaigns targeting international leads.
- Developed and supported enablement content (slide decks, newsletters, internal comms).

Manufacturing Intern at AMT MotoCorp, Madhya Pradesh

February 2021 — March 2021

- Received training at the manufacturing unit and performed various operations including sawing, filing, drilling, and grinding.

★ Projects

Digital Marketing Project – Company Mondu

- Collaborated in a team to design and execute a comprehensive digital marketing strategy from scratch for Mondu.
- Conducted in-depth company analysis to define objectives and develop targeted strategies, including SEO, SEA, WordPress, Social media marketing, email marketing with automation, digital advertising, affiliate marketing, and eCommerce initiatives.
- Created detailed customer personas and mapped the customer journey, while planning content to enhance brand visibility and engagement.

Details

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Date of birth

04/01/2003

Links

[Linkedin](#)

Skills

SEO optimization

Project Management

Data Analysis (Power BI)

Google Ads

Brand Analysis

Product Development

Problem Solving

Presentation

Microsoft Office Suite (Word, PowerPoint, Excel)

Adobe Creative Suite (Premier Pro, Photoshop)

Programming (Python, SQL, HTML)

HubSpot, Semrush

Languages

English

German

French

Hobbies

YouTube, Trading, Gaming, Computer Enthusiast.

Business Plan Project – Custom Computers Startup

- Developed a business plan centered on offering custom-built computers tailored to both corporate and personal needs.
- USP: “Unleash Your Potential – Custom computers tailored to your unique needs, combining high performance with personalized design.”
- Conducted market research and competitive analysis, formulating financial projections and a growth strategy to validate the concept.

Product Development Projects

- Portable Baby Stroller: Designed a lightweight, ultra-portable baby stroller meeting strict weight and usability requirements.
- Screw Sorting Machine: Developed an automated concept for sorting screws by head type, aimed at enhancing manufacturing efficiency.
- Chess Sorter: Engineered a mechanical chess sorter to efficiently organize chess pieces, integrating innovative design features.

Applied Project Management – Bosch Rexroth

- Collaborated on a B2B marketing plan for Bosch Rexroth’s hydraulics division, focusing on digital marketing strategies and process optimization.
- Assisted in project planning, stakeholder communication, and performance tracking, contributing to the overall success of the initiative.

International Marketing Project – The Cubical

- Worked with a US-based company, The Cubical, to develop and execute marketing campaigns across multiple international markets.
- Conducted market research to adapt marketing strategies to diverse cultural contexts, enhancing global brand penetration.

Applied B2B Marketing Project – PagerDuty

- Strategized & executed targeted B2B campaigns using account-based marketing (ABM) to engage enterprise clients, case studies, and LinkedIn Ads for IT/DevOps decision-makers.
- Analyzed market trends, developed content strategies, and optimized campaigns to boost brand visibility and lead generation.

Business Processes Project

- Developed BPMN models to integrate a selected product into SAP and AP Plus systems.
- Analyzed and optimized business workflows to enhance operational efficiency and ensure seamless software integration.

Courses

Data Science, Smartknower

December 2020 — January 2021

Social Media Content Creation Course, MyCaptain

April 2021 — May 2021

Branding & Design Job Simulation, Forage

April 2024 — April 2024

Strategy Consulting Job Simulation, Forage

April 2024 — April 2024

Product Management Job Simulation, Forage

April 2025 — April 2025