

Rama Krishnan GRT

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WORK EXPERIENCE

Boks – Station F Internship

February 2020 – Present

Marketing and Design

FRANCE

Boks is an innovative startup revolutionizing the last mile logistics market, I got the opportunity to work in their marketing team in Station F, Paris.

- Front End
- Automation
- Digital Marketing
- Lead Generation
- Lead Nurturing

Tracksolutions Part time

May 2019 – Present

Digital Media Specialist

BELGIUM

Worked as Digital media Specialist with Tracksolutions and boosted their social media up to 600% growth in one of the popular video streaming platforms.

- Data Wrangling
- Data Visualization
- Social Media Marketing
- Sports marketing

Karunya University Part time

December 2015 – May 2018

Broadcast Engineer Trainee

INDIA

- Designed Signal Flow for various events at my institute.
- Managed 2000 plus hours of live streaming.
- Worked with industry standard software like Elements Elite Payout.

EDUCATION

IESEG School of Management

2020, May

Masters in International Business

FRANCE

Karunya University

2018, May

Bachelor in Visual communication

INDIA

Emphasis on modern media

Graduated with distinction 8.7 CGPA

PROJECTS

▪ **Pi-Mapper**

Raspberry pi based open source projection mapping project for automated and compact projection mapping practices.

▪ **Pi-cast**

Developed a customized Digital signage with Raspberry Pi and open source tools from GitHub.

- **Reality Editor**
Connecting everyday devices to each other and automating them according to simulations from other objects. (IOT)
- **Virtual Tour**
Covered an Area of 5.5 million square ft in a short span of 3 weeks and was able to complete with 90% less expenditure than the market leaders.
- **Data Wrangling**
Produced a compact and user friendly system for transferring media files produced in the circuits
- **Data Visualization**
Implemented Custom Telemetry in videos generated in the field of motorsports
- **Teleportation In AR**
Open source project based on open source project for teleporting to different dimension using Augmented reality and Mixed reality
- **Virtual reality Game**
Manny love – A virtual reality game developed at a VR jam conducted by Wonda VR, Paris.
- **Virtual Reality Audio Visualization**
Virtual reality project which lets users listen to music in a virtual environment and also has audio visualization based on the music being played.
- **Tailored Live streaming signal flows**
For more than 30+ events, efficient Signal flow creation and equipment configuration for live streaming was developed with reduced cost and increased performance.
- **CRM Automation**
Automated follow up emails and transactional emails with custom attributes
- **Chatbot Automation**
Automated and trained chatbot to give a more human like behaviour when the users have questions about the product
- **Lead Automation**
Automated and integrated Leads into applications such as Pipedrive, Sendinblue, Zapier and Gmail for a custom and efficient Lead nurturing.
- **Spark AR ad for Facebook**
Designed and deployed an AR ad in facebook and achieved a high interaction rate.
- **Photo realistic image generation**
Generated photo realistic image from Autodesk files for products to be displayed in the digital mediums
- **Voicemail Automation**
Automated and designed Contact center to send, receive and redirect calls, messages and voicemails.

SKILLS & INTERESTS

- **Softwares** - Adobe suite, Autodesk, Elements playout, Google analytics, Github, Integromat, Linux, Maya Microsoft office, Notion, Pipedrive, Sendinblue, Spark, Slack, Twilio, Woocommerce, Wordpress(DIVI), Zapier.
- **Skills** - Lead generation and nurturing, CRM Automation, Photorealism, Web design, marketing Campaigns, Analytics, E commerce, Front end, Augmented Reality, ads, motion design, HTML, Css, Php, Sports Marketing, Event management.
- **Interests** : Cycling, Running, Motorsports, Exploring cultures and languages, gardening.