Rama Krishnan GRT

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WORK EXPERIENCE

Boks – Station F   **May 2019 – 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   **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   **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 Playout.

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.