



Franklyn Basumata

PGDM Marketing & Human Resource
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Summary

I have 1 year of fulltime experience in Wipro and internship experience in a variety of role. I have played the role of a Functional Analyst, Strategic Intern, Business Development Intern and Data Analyst Intern.

Being a digital marketing enthusiast, I have a proven track record on YouTube, SEO, Content Marketing, PPC, SEM and WordPress. I have exposure around six sigma methodologies. I hold a PGDM degree with a specialization in Marketing & Human Resource.

Education

Degree	Institute/University	CGPA/Percentage	Year
PGDM Marketing & Human Resource	St. Joseph's Institute of Management	6.379 CGPA	2020
BBM Marketing	St. Joseph's College of Commerce	71.94%	2016
Class XII	ISC	61.5%	2012
Class X	ICSE	64.14%	2010

Professional Experience

- Marketing Associate Intern at 'Laudco Media', Bengaluru April-May, 2019**

As part of the Strategy team, I was responsible for creating the go-to-market strategy for a major UK based Educational Client, and Mobile Application Promotion (Fantasy Sports Game).

- Designed business deck for Laudco Media's services
- Operation Process
- Cold Calling Influencers Regarding Upcoming and Ongoing Campaigns
- Influencer Marketing
- Content Writing

- Functional Analyst for Strategic Technologies at 'Wipro Limited', Bengaluru**

June 2016-Oct 2017

As a functional Analyst, I was responsible for Technical Support and Server maintenance for Bigdata.

- Technical Support & Server Maintenance of HPC for Big Data
- Installation of OS on Servers
- Hands-on Hardware troubleshooting
- Provided User Support for Technical Issue

- Business Development Intern at 'Frostpeak', Pune July 2015**

As a Business Development Intern, I was responsible for customer value enhancement.

- Managed Customer Relationships with Clients
- Generate Leads for Various Services like Graphic Design, Website Building, etc.
- Cold Calling to Prospective Clients

- Data Analyst Intern at 'Enigma Group of Companies India Pvt. Ltd.', Kolkata 2013**

As a Data Analyst Intern, I was responsible for performing validations across data sources

- Updating, Verifying and Retrieving Data from Various Systems
- Ensuring the accuracy and confidentiality of information recorded in the database

YouTube Channel Management

- Managing multiple self-made YouTube Channels.
- Surpassed over 1L Subscribers on YouTube.
- Review Android and iOS Games.
- Good Knowledge of YouTube analytics like watch time, CTR, keyword research and and Video impressions.
- Experienced in creating custom thumbnail using Photoshop.

Technical Skills

- Have good knowledge of SEO, SEM, PPC, Google Search Console and Social Media Marketing.
- Expert in keyword research and SEO tools like Ahrefs, Ubersuggest and Keyword Planner by Google.
- Have good experience in Google Analytics and Google AdWords.
- Experienced in creating backlinks for websites on various platforms and by outreach strategy.
- Proficient in managing Facebook Ads.
- Microsoft Office Suite, Photoshop, YouTube Marketing, WordPress.

Certifications

- SMstudy® Scrum Fundamentals Certified
- SMstudy® Six Sigma Yellow Belt
- Google AdWords and Analytics Certified
- SMstudy® Certified Digital Marketing Associate
- Retail Analytics Certified – TATA Consultancy Services

Position of Responsibility & Leadership Roles

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| • Editorial Team, SJIM | 2018-2020 |
| ○ Management of magazine publication | |
| ○ A write-up for various events | |
| • Placement Committee Member, SJIM | 2018-2020 |
| ○ Coordination with the placement officer | |
| ○ Managing student's profile for placement | |
| • Design Team Member, SJIM | 2019-2020 |
| ○ Designed placement brochure | |

Awards & Achievements

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|---|------|
| • Best Prepared Speech: Toastmasters International, SJIM, Bengaluru | 2018 |
| • Runner-up in JPL Football: St. Joseph's Institute of Management, Bengaluru | 2018 |
| • Runner-up in Intramurals Football: SJCC, Bengaluru | 2015 |
| • Secured "A" Grade in Entrepreneurship Development Program: SJCC | 2013 |

Extracurriculars & Volunteering

- Event Head for Operation, VERVE 2018, SJIM
- Participated in International Business Plan Competition, SJIM
- Participated in Pinnacle's Best Manager Event, SJIM
- Member of Rotaract Club, St. Joseph's College of Commerce, Bengaluru