

# ANTO FRANKLIN J CHRISTURAJ

## DIGITAL GROWTH MARKETER



### SUMMARY

I'm Franklin, a Modern Marketer focused on helping clients succeed by leveraging online marketing tools and industry best practices.

My goal is to offer professional, high quality, digital marketing and data analytics services. I can take your projects from conception to completion with guaranteed results.

### LANGUAGES

English

French

Spanish

### CONTACT

Mobile +33601496496

Email christuraj.anto@gmail.com

Github github.com/franklinchristuraj

### SOCIAL



linkedin.com/antofranklinjoseph



twitter.com/AntoFranklinJ



github.com/franklinchristuraj

### WORK EXPERIENCE

**Sauermann Group:** Digital Content Specialist

9/2016 - Present

- Proposed and carried out digital research to improve instrument quality by analysing qualitative feedback from online consumer reviews.
- Introduced model frameworks for researching consumer demand, competitor analysis for increasing the efficiency of media buying.

**dotConferences:** Digital Marketing Analyst

10/2015 - 1/2016

- Crafted media kits with interactive visual elements that led to over 250% ROI on new social advertising campaigns.
- Used Statistical Analysis to identify customer insights and conclusions from complex data from multiple databases.

**Netsize, Gemalto:** Intern, Marketing Communications

4/2015 - 9/2015

- Worked one-on-one with marketing director to research industry trends for IoT technology book, *The Connected World*.
- Collaborated with in-house and two external web agencies for creating conversion-friendly website. Regularly optimized marketing collaterals.

**Alcatel-Lucent Enterprise:** Intern, Content Operations

7/2014 - 1/2015

- Contributed in detailed analysis of contents from various online platforms of competitors including Cisco and Microsoft.
- Planned, implemented and projected three reoccurring content management and emailing projects, including segmenting & localisation.

**Think & Learn:** Marketing Subordinate

5/2010 - 8/2011

- Research the role of technology in education. Market segmentation and monitoring marketing projects for a new product launch nationwide.
- Member of strategy team for geographical expansion project worth 130% the initial investment. Built and maintained project timeline.

### EDUCATION

**Grenoble école de management, France**

1/2013 - 3/2016

- Masters in International business, strategic marketing and a minor in business intelligence. Coursework included digital marketing, entrepreneurship, research methodology and statistical analysis.

**Bangalore University, India**

7/2009 - 5/2012

- Bachelors in Business administration, information systems and business intelligence. Coursework included data analysis, business mathematics, statistical thinking, database management systems and web technology.

### PROFESSIONAL SKILLS

Data Analysis



Web Design



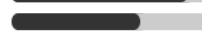
SEO / SEM



Project Management



Data Visualisation



Google Analytics



Oracle Eloqua



Google AdWords



HTML5 / CSS3



JavaScript

