

ANTO FRANKLIN J CHRISTURAJ

CONTENT MARKETER



SUMMARY

I'm Franklin, a Modern Marketer with 3 years of experience focused on helping clients succeed by leveraging content strategies and online marketing tools.

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

LANGUAGES

English

French

Spanish

CONTACT

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SOCIAL



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WORK EXPERIENCE

Sauermann Group: Digital Content Specialist

9/2016 - Present

- Building and executing inbound marketing strategies by creating engaging contents and measuring the performance.
- Content Creation - writing blog articles, newsletters, communications materials, and material for social media channels.

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

Writing



Storytelling



SEO / SEM



Project Management



Data Visualisation



Google Analytics



Wordpress / Drupal



Google AdWords



HTML5 / CSS3



JavaScript



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To

Recuitment Authority
CodinGame, France

31st January 2018

Dear hiring manager

I'm thrilled to write you about this content marketing job position! I want to not only help spread the word about CodinGame, but to help aspiring developers to achieve their career goals irrespective of their age and background. Here are 3 reasons why I'd be a perfect fit for this role:

First, I'm slightly obsessed with web and the world of programming. Being a self-thought full-stack developer, I understand the challenges faced by upcoming programmers in retaining their skills learned at school/university. During my leisure times, I often find myself writing and designing data visualization charts for my personal projects. My friends make fun of me for using phrases like "If you can't measure it, you can't manage it", but I don't care -- it lets me be ultra result-driven and its become a game for me.

Secondly, I have a direct experience as both on-line and field marketing specialist. In my position in Sauermann group, I managed our entire end-to-end on-line marketing communication campaigns, right from writing newsletters to social selling. In addition, I too have hands-on experience working towards digital KPIs such as CTR, CPA and CPC.

Last but not the least, significant exposure towards analytics and design showed me a methodical approach towards solving critical problems and communicate it. My mentors tell me that I always keep an eye for details and maintain clean track record of design and data projects.

I'm confident that my skills and expertise would be a great asset to CodinGame, and I'd love to chat with you about the role in more detail.

Sincerely,

Franklin Christuraj