

ANTO FRANKLIN J CHRISTURAJ

MARKETING & BUSINESS DEVELOPER



WORK EXPERIENCE

Sauermann Group: *Digital Content Specialist* 9/2016 - Present

- Building and executing inbound marketing by creating engaging contents and measuring the performance. Built social media and blog strategy from the scratch and acquired 10k+ followers and readers.
- 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	<div><div></div></div>	Google Analytics	<div><div></div></div>
Storytelling	<div><div></div></div>	Wordpress / Drupal	<div><div></div></div>
SEO / SEM	<div><div></div></div>	Google AdWords	<div><div></div></div>
Project Management	<div><div></div></div>	HTML5 / CSS3	<div><div></div></div>
Data Visualisation	<div><div></div></div>	JavaScript	<div><div></div></div>

SUMMARY

I'm Franklin, a Modern Marketer with 3+ years of experience 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 content writing services. I can take your projects from conception to completion with guaranteed results.

LANGUAGES



CONTACT

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SOCIAL



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