

# ANTO FRANKLIN J CHRISTURAJ

## DIGITAL MARKETING MANAGER



### 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

German

### CONTACT

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### SOCIAL



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### WORK EXPERIENCE

**1min30: Paid-Campaign Specialist (Independent)** 5/2016 - 6/2016

- Co-wrote Client-level monthly & daily report on online paid campaigns budgeting between €600 - 800/day (adwords, facebook, linkedIn, etc)
- Designed, implemented and optimised A/B testing for websites and landing pages on a frequent bases (wordpress, unbounce, optimizely).

**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

