

# FRANKLIN THANKACHAN

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## EDUCATION

### MSC. INTERNATIONAL MARKETING

NOVEMBER 2019

#### UNIVERSITY OF STRATHCLYDE, UNITED KINGDOM

- Studied the principles of strategic level marketing and its implications within the global marketplace.
- Completed a research project on 'Perception in use of Emojis in Social Media Marketing by brands'.
- Prize Winner for a group project that recommended measures to develop a client's brand identity and the overall marketing strategy.

### B.A BUSINESS AND FINANCE

NOVEMBER 2016

#### HERIOT-WATT UNIVERSITY, UNITED KINGDOM

- Studied implications of the financial decision-making process and project management in business.
- Awarded for taking the initiative to resolve and feedback course issues to enhance student experience.

## EXPERIENCE

### DIGITAL MARKETING COORDINATOR

MARCH 2019 - DECEMBER 2019

#### URBAN WEST GWR, GLASGOW, UNITED KINGDOM

- Self-initiated a part-time project to set-up a website, create a brand identity, and increase brand awareness for a homegrown café.
- Analyzed and gained user insights through web analytical tools and executed marketing strategies to optimize offline business activities.

### BRAND COMMUNICATIONS CONSULTANT

JANUARY 2019 - JUNE 2019

#### THE WISE GROUP, GLASGOW, UNITED KINGDOM

- Conducted a brand audit through qualitative research, competitor analysis, and strategic thinking.
- Worked across a cross-functional group and submitted a consultation report recommending strategic changes that reflected the social enterprise community standards.

### PRESIDENT AND DEVELOPMENT OFFICER

JUNE 2016 - JUNE 2018

#### HERIOT-WATT UNIVERSITY STUDENT ASSOCIATION, DUBAI, U.A.E.

- Re-elected by the student body to represent them on the university's senior committees, whilst leading the strategic direction of the association – collaborating with teams across Dubai, UK, and Malaysia.
- Identified student requirements to enact manifesto pledges and improve the student experience, in partnership with the University, legal entities, and international student groups.
- Mentored, trained, and worked with 210 student officers to structure the student governance, policy, and teaching strategy. Negotiated and delivered effective campaigns that met KPI's for equal student representation.

### COMMUNICATIONS INTERN

JULY 2015 - SEPTEMBER 2015

#### HERIOT-WATT UNIVERSITY, DUBAI, U.A.E.

Reviewed complex and technical documents and designed them to a student-friendly version.

## SKILLS AND CERTIFICATIONS

**Languages:** English (native), Malayalam (native).

**Certifications:** Google Analytics, Google Ad Display, Tableau, HubSpot Inbound Marketing

**Technologies:** Tableau, SPSS, Facebook Business Manager, MS Excel, MS Word, MS PowerPoint, WordPress, HTML + CSS + Bootstrap (basic), Adobe Photoshop, Illustrator, and InDesign.

## REFERENCES

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**GAIL EDWARDS**

CEO, HERIOT-WATT UNIVERSITY STUDENT UNION

**THOMAS McALINDEN (MCIM)**

TEACHING FELLOW, STRATHCLYDE BUSINESS SCHOOL

**DIARMUID COWAN**

ASSOCIATE, OFCOM (UK)