FRANCISCO HURTADO

DIGITAL MARKETING MANAGER
MACHINE LEARNING ENGINEER
WEB DEVELOPER

ABOUT

Hi, I'm Francisco.

I'm a full-stack Engineer, Marketing Manager, and Developer, passionate about great products and with a mindset of entrepreneur. I've accumulated more than 8 years of working experience in Marketing, Project Management, Software Development, and Data Analytics.

Looking for a senior role in the tech industry.

EDUCATION

BACHELOR IN ELECTRONICS ENGINEERING
Universidad Nacional Experimental del Táchira - 2013

MASTER IN INDUSTRIAL AUTOMATION
Universidad Nacional de Colombia - 2015 (dropped)

MASTER OF BUSINESS ADMINISTRATION – MBA
EUDE Business School - 2022

RECENT EXPERIENCE

DIGITAL CHANNEL MARKETING MANAGER
Schneider Electric 2017 – Present

- Define the annual marketing plan, buyer persona, customer journey, and communication strategy for the electrician channel.
- Develop the electrician channel program aiming to foster customer loyalty.
- Plan, lead, and monitor recruitment and engagement campaigns for social media marketing, email marketing, and SEM.
- Validate key performance indicators.
- Assist in the creation of new content, press releases, and promotional material.
- Report results and present plans to local and global stakeholders.
- Control of the budget while achieving marketing objectives.
- Built a community of more than 10k electricians.

PRM CHAMPION
Schneider Electric 2017 – 2021

- Deployed mySchneider website and app in the Andean region.
- Managed the electrician channel program content and updated the program website (Salesforce CRM, HTML, CSS).
- Created visual content for social and email marketing (Photoshop, Premiere).
- Managed the customer databases.
- Responsible of tracking KPIs.
- Launched new services for the mySchneider ecosystem (mySchneider opportunities, chat, product selector, online courses).

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SKILLS & TECHNOLOGIES

- Digital marketing, business strategy, management, market research, analytical Skills, email automation.
- Excel, Tableau, Salesforce CRM, Google Analytics.
- HTML, CSS, JS, C++, Java, Kotlin, Python, SQL, MATLAB, Git, Jupyter Notebooks