



FRANCISCO HURTADO

DIGITAL MARKETING MANAGER
MACHINE LEARNING ENGINEER
WEB DEVELOPER

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📍 Bogotá, Colombia

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

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).

SKILLS & TECHNOLOGIES

- | | | | |
|--------------|----------------|-------------------|--------------------|
| • HTML5 | • Python | • TensorFlow | • Neural Networks |
| • CSS3 | • C++ | • Email Marketing | • Social Marketing |
| • JavaScript | • Java | • CX Loyalty | • CX Service |
| • PHP | • Kotlin | • Management | • Entrepreneurship |
| • SQL | • MATLAB | • E-commerce | • Content Creation |
| • PyTorch | • Scikit-learn | • SEO SEM | • Salesforce CRM |