

Francisco Quintana

London, UK • +44 07821998797
San Francisco, USA • +1 415 966 6781

fquintana2015@student.hult.edu • quintanf@gmail.com • [LinkedinProfile](#)
www.franciscoignacioquintana.com

Profile

Master of International Marketing candidate with experience in sports marketing and recruitment. Three years of experience in digital marketing, B2B marketing and athletic marketing. Fluent in English and Spanish. A passion for technology and self taught web programmer. EU national (Italian).

Relevant Knowledge, Skills, and Training

Business Model Generation • Brand Strategy • Analytics • Content Management System • HTML/CSS • Digital Marketing • Market Entry Strategy • SEO Strategy

Education

Master of International Marketing

Expected September 2015

Hult International Business School—London, United Kingdom and San Francisco, USA

World's most international business school. Top 10 FT ranking for international business and experience.

- Researched and developed market entry strategy for LyteSpark Video conferencing solutions
- Hult Prize participant
- Consulted for Dove Soap on their social media marketing strategy targeting health care providers
- Created a crisis management plan and PR strategy for Experox Fitness Center
- Dean's List 2015

Certificate in Introduction to Computer Programming CS50

Expected December 2015

Harvard Extension thru EDX.org

- C, HTML, Java, PHP, Javascript
- File recovery, digital forensics, game programming & cryptography.

Learn Android Lollipop Development.

2014 to ongoing

Udemy

- Create 15 real world Android Application
- Use Eclipse and Android Studio and Android SDK
- Java programming language

Bachelor of International Businesses Management - Law

November 2010

Regents University – London, United Kingdom

- Highest Mark on Japanese Language Test for 2008-2010

Certificate of Japanese and Business – study exchange program

August 08 - 09

Aoyama Gakuin (University) - Tokyo, Japan

- First foreign member of Aoyama Gakuin Baseball Club
- 3.6 Grade Point Average

Professional Experience

FRANCISCO QUINTANA WEBSITE

April 2015 - Present

Personal online resume for Francisco Quintana

Administrator and Developer- Hand-coded the website and used Bootstrap's framework to make it responsive.

- Applied Google Analytics to track users visiting the website.
- The languages used to develop the website by me were HTML/CSS and Javascript.
- Managed Google Adwords and Keyword Planner to achieve first page ranking on Google for certain keywords.

TEDx TALK - London, United Kingdom

October 2014 - Present

TEDx Talk Global Contact January 17, 2014 at Axonn Media Group

Head of Video/IT - Ran a six-person IT & Video team for TEDx Hult London Talk: Global Contact

- Established the Livestream for the event
- Handled IT requirements for event. This included managing the software requirements & IT protocols
- <https://sites.google.com/site/tedxhultlondon/events/videos>
- The event reached 86 countries
- Worked with six expert speakers and handled the IT requirements for their talks.

AMPLIFIED ROBOT HULT CHALLENGE - London, United Kingdom

February 2015 – Present

Project Lead - Developed an app using object recognition to help users eat right and make exercise fun.

- Created and developed an app for Google Glass. And created the business plan from development to market.
- Created a 500 word elevator pitch a& 10 minute presentation. Finished 2nd in the challenge.

Martin Parra Baseball Academy— Caracas, Venezuela

August 2012 – January 2014

Developmental professional baseball academy in Caracas

Head of Prospect Marketing. Created the media package for MLB scouts interested in signing the academy's players.

- Managed end-to-end client and supplier relationships with four professional MLB teams.
- Established a prospect database with 120 players in first year and 220 players in second year.
- This database was for professional scouts to access and make scouting more effective
- Filmed and edited video for prospects.
- Established relationships with professional scouts and set up 15 showcases.
- These showcases featured 20 to 40 academy players and 8-10 MLB scouts present.

National Scouting Report. —Caracas, Venezuela

February 2011 – February 2012

One of the world's largest scouting agency's for collegiate athletes

National Scouting Director for Venezuela. Established the first NSR branch in Venezuela. Applied for the company's business license, set up the office and ran all financial and day-to-day operations. Served as the principal scout in Venezuela for NSR.

- Ran a scout team in three separate states of Venezuela
- Managed to overcome currency exchange limitations that Venezuela has in place
- Managed the digital marketing & social media including YouTube & Twitter.
- Managed the Facebook ad campaign that resulted in 450 interested clients.
- Promoted athletes to 300 US collegiate coaches per month.
- Assisted in sourcing 23 scholarship opportunities for amateur athletes.

Additional Information

Languages: English(fluent); Spanish (fluent) and Japanese (intermediate).

Programming Languages: C, HTML, JAVA, CSS, JavaScript

Technologies: Microsoft Office, Apple Iworks, Google Analytics, Photoshop, Linux, Hootsuite, Android Studio, Android SDK, WordPress, Google Adwords

Extracurricular Activities: Brazilian Jiu Jitsu Venezuelan National champion 2011, Kite Surfing.