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Francisco Quintana

✉ quintanf@gmail.com

🌐 www.franciscoignacioquintana.com

📞 London, UK: +44 07821998797

🌐 [Linkedin profile](#)

San Francisco, USA: +1 415 966 6781

PROFILE

Master of International Marketing 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. Venezuelan and Italian.

Relevant Knowledge, Skills, and Training

Business Model Generation • Brand Strategy • Analytics • Content Management System • Front End Development • Digital Marketing • Content Strategy • SEO Strategy • Client Relationship Management

EDUCATION

Master of International Marketing - Expected Sept 2015

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

- worked on projects for LyteSpark Video, Dove Soap, Experox Fitness Center

Certificate in Introduction to Computer Programming CS50 - Expected Dec 2015

Harvard Extension thru EDX.org

Android Lollipop Development 2014 - ongoing

Udemy

Bachelor of International Businesses Management - Law - Nov 2010

Regents University – London, United Kingdom

Certificate of Japanese and Business – study exchange program

Aoyama Gakuin (University) - Tokyo, Japan

SKILLS

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, Bootstrap

Extracurricular Activities: Brazilian Jiu Jitsu
Venezuelan National champion 2011

WORK EXPERIENCE

IF(WE) - San Francisco USA July 2015 - August 2015
www.ifwe.co

Marketing Consultant - Hult Action Project

- Analyze the wearable market for If(we)'s new wearable website.
- Develop content marketing strategy for if(we).
- Identify the key thought leaders and how get them to contribute to the site.
- Create a strategy for bringing the target audience to the website.

FRANCISCO QUINTANA WEBSITE April 2015 - Present

Personal 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 - August 2015

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.

SEEK THERMAL San Francisco, CA, June 2015 - July 2015

Thermal Imaging Camera provider (Hult Assignment)

Market Analyst - Helped Seek Thermal do research for entering the fitness market.

- Created a market entry strategy and market analysis for thermal imaging in fitness
- Conducted primary research to get feedback from fitness experts.
- Developed a new brand positioning statement for Seek Thermal in Fitness.

GHOUSECLIQUE - London, United Kingdom October 2014 - Present

Venezuelan Music Group that focuses on Ghouse Music.

Head of Digital Marketing and Facebook- Develop a successful brand awareness strategy both online and offline.

- Created and managed the facebook page for GhouseClique.
- Succeeded in the months of June and July to bring 1000 likes to the website.
- Developed the keyword strategy and the website layout (started this duty in June 2015)
- Manage the content that is being uploaded on the facebook page.

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ACHIEVEMENTS

Hult International Business School Dean List 2015

Venezuelan National Jiu Jitsu Champion 2011

Created a IOS app after learning swift for 2 weeks

Regents's University Japanese language award

Amplified Robot Virtual Reality and Augmented Reality Start up Challenge(Runner Up)

Hult's superlative most Italian

HOBBIES

Brazilian Jiu Jitsu

Surfing (any kind)

Japanese

Brazilian Jiu Jitsu

Judo

Programming

Talking about movies

WORK EXPERIENCE

EXPEROX FITNESS CENTER - London, United Kingdom March 2015 – May 2015
Fitness center that focuses on using technology and analytics for improving performance(Hult Assignment).

PR consultant - Create a PR strategy to address potential PR problems Experox might see.

- Created and developed a PR strategy that address social media.
- The strategy focused on quick responses through social media and providing brand content that will support the brand.
- Develop a risk analysis model and a social media response strategy for any negative tweets

AMPLIFIED ROBOT HULT CHALLENGE - London, United Kingdom February 2015 – August 2015

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.
- Finished 2nd in the challenge.

LYTESPARK- London, United Kingdom September 2014 – December 2014

A video conferencing startup looking to disrupt the teleconferencing market.(Hult Assignment).

Marketing Consultant - Analyzed Lytespark's customer profile and created a new customer acquisition strategy.

- Created a industry analysis for TeleHealth Industry in the UK
- Conducted primary and secondary research with UK hospitals, doctors and patients on teleconferencing and patient treatment
- Create a market entry strategy based on the hospital IT product acquisition journey.
- Created a 20 minute presentation to LyteSpark about potential of LyteSpark video solutions in UK TeleHealth Industry and how to enter the market.
- Received the highest mark possible and a client who applied my strategy and tactics to acquire new customers.

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.
- Gave advice to prospects entering professional USA baseball on how to handle challenges
- 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
The world's leading scouting agency.

National Scouting Director - Managed the Venezuelan NSR office.

- Established first NSR branch in Venezuela
- Allocated 10 prospects with college offers in my first year.
- Managed facebook ad campaign that attracted 450 interested prospects.
- Managed relationships with clients from different cultures and languages
- Managed the currency exchange requirements in a difficult Venezuelan market
- Managed both B2C and B2B client supplier relationships