

TRIBUE FRANCIS

Digital Growth Strategist · AI & Digital Marketing

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PROFILE

20 years across Banking, Advertising & Aviation — now channelling that strategic depth into Digital Marketing & AI. Cross-cultural by background. Data-driven by discipline. Curious by nature.

EDUCATION

AI & Digital Marketing
DCI Digital Career Institute
Feb 2026 - Mar 2027

MBE — Master of Business Economics
Cochin University of S&T
2003 - 2005

BA — Bachelor of Arts in Economics
Bangalore University

SKILLS

- ◆ Google Ads & Meta Ads
- ◆ SEO & Content Strategy
- ◆ HubSpot CRM
- ◆ AI & Prompt Engineering
- ◆ Email Marketing
- ◆ GTM / GA4 Configuration
- ◆ Brand Strategy
- ◆ Campaign Planning
- ◆ Data Analysis

LANGUAGES

English Fluent
Malayalam Native
Hindi Proficient
German B2

HOBBIES

- ◆ Yoga
- ◆ Reading
- ◆ Travel

— EXPERIENCE

Career Break — Travel & Self-Development

Personal Sabbatical · Jan 2025 - Dec 2025 · Flensburg, Germany

- ◆ Intentional travel, extensive reading, and personal reflection
- ◆ Researched digital marketing trends and planned career pivot into AI & Digital Marketing
- ◆ Prepared for professional retraining at DCI Digital Career Institute

Operations Officer

Fraport Ground Services GmbH · Aug 2022 - Dec 2024 · Germany

- ◆ Coordinated operational processes in a fast-paced, regulated aviation environment
- ◆ Ensured compliance with safety, security, and quality standards
- ◆ Demonstrated strong problem-solving and cross-functional coordination

Marketing Manager

STM Enterprises · Apr 2010 - Dec 2021 · Kochi, India

- ◆ Led end-to-end planning, execution & evaluation of advertising campaigns
- ◆ Developed integrated communication strategies and managed key media relationships
- ◆ Pitched and onboarded new business accounts; assessed client growth potential

Customer Service Officer

HSBC · Dec 2005 - Apr 2011 · India

- ◆ Managed customer service ops with focus on quality, AML & KYC compliance
- ◆ Supported digital banking adoption; trained and onboarded new team members

— PORTFOLIO & LIVE PROJECTS

Digital Marketing Starter Kit

Free resource on Gumroad and tribuefrancis.com — live portfolio exercise spanning SEO, GTM/GA4, email automation, HubSpot CRM integration, and LinkedIn organic strategy. Documented publicly as part of the "Learning in Public" series.

tribuefrancis.com · LinkedIn: /in/tribuefrancis

TECHNICAL SEO OPTIMISATION

Improved SEO health from 17 to 100 through real optimisation.

PROBLEM	ACTIONS	RESULT
<ul style="list-style-type: none">- Low SEO score- Poor performance- Technical issues	<ul style="list-style-type: none">- Image compression (WebP)- Lazy loading- Technical SEO fixes- Performance optimisation	<ul style="list-style-type: none">- SEO: 17 → 100- Performance: 0 → 90- Faster load + better UX

— CERTIFICATIONS

- ◆ **Digital Marketing Certification** HubSpot Academy · Mar 2026
- ◆ **Content Marketing for SEO & AI Search** Semrush · Mar 2026
- ◆ **Google Ads Search Certification** Google Skillshop · Mar 2026
- ◆ **Google Ads Measurement Certification** Google Skillshop · Mar 2026
- ◆ **Google Analytics Certification** Google Skillshop · Mar 2026