

Frank Edward

CONTENT SPECIALIST

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SUMMARY

In 10 years of work experience, I have worked in varied fields. In 2001 I started out as an entry-level coordinator at an export firm, moved on to customer service at ICICI Bank in 2003.

From 2005 to 2007 I was an Associate in Morgan Stanley's Loan Collateral team in 2005. 2 years later, I requested to be transferred to another team and I began working with the Global Wealth Management Group in the Capital Markets division. In 2009 I was promoted to Sr.Associate in GWMG, in 2011 I had to leave a successful career for health reasons.

In 2016–after a break of 4 years–I was appointed Content Developer in Albert Learning, a virtual language training institute. Following a series of successful projects, I was appointed Head of the Content team. After two years I moved to Quantent in January 2019 where I began by writing financial content. My current role involves client servicing and management.



EXPERIENCE

Content Specialist

AmTrust Financial Services *Jan 2019 - Present*

- Client management and content co-ordination.
- Assisting in developing content marketing strategies across projects.
- Editing content to ensure quality isn't compromised.
- Writing engaging and creative content for banks and NBFCs.

Content Lead

Central National-Gottesman *May 2016 - Dec 2018*

- Worked closely with the web development team in boosting SEO ranking for the website by creating quality content like blog articles and Pinterest posts to attract more visitors to the Albert Learning website.
- Developed an independent programme which will assist Intermediate and Advanced level students to score well in standardised tests like TOEIC, TOEFL or BULATS.
- Updated, reviewed and revamped old content to keep it current and up to international standards.
- In 2017, created a Business English Module exclusively for professional students and fresh graduates.
- In 2016, conceptualised, developed, prepared and implemented two programmes to learn languages. A structured English language programme for English language learners (Beginner to Advanced level) based on the Common European Framework (CEFR) for



SKILLS

Writing	● ● ● ● ●
Communication and Presentation	● ● ● ● ●
MS Office	● ● ● ● ●
Adobe Creative Suite	● ● ● ● ●
Corel Draw	● ● ● ● ●
3DS Max	● ● ● ● ●



LANGUAGES

English	● ● ● ● ●
Hindi	● ● ● ● ●
Marathi	● ● ● ● ●
French	● ● ● ● ●



EDUCATION

M.M.S. (Finance)

California Institute of Technology
Dec 1999 - Jun 2001

B.A. (Economics and Commerce)

Arizona State University
Jul 1992 - Jun 1997

English. The other is a basic programme for foundation level students to be able to hold short everyday conversations. Both the programmes have been translated in French, German, Spanish and Hebrew.

Sr. Associate

JR Simplot *Jun 2005 - Apr 2011*

Worked with the Loan Collateral Team as an Associate and Sr. Associate Global Wealth Management Group (GWMG).

- Assisted the Trading desk by analysing American mortgage pools and creating rating reports for bidding pools. In GWMG, worked closely with the municipal bonds desk, the Equity Markets group and Strategy desk. The profile included reviewing and analysing Municipal Bonds issues, assisting in a write-up about tobacco bond litigation updates and their effect on the municipal bond market.
- Updated data for convertible bonds, gathering information for and preparing the daily pre-market open commentary for the Strategy desk.

Phone Banking Officer

DPR Construction *Dec 2003 - Jun 2005*

Worked in the in-bound Home Loans services team, taking customer queries relating to: Home Loans products and processes. Other additional assignments included occasionally assisting the bank accounts in-bound calls process and e-mail process teams.