



DORIANE SYMENOUH

Digital Marketing
Coordinator

CONTACTS

 GATINEAU-OTTAWA
 dsymenouh@yahoo.com
 +229 62-78-60-64

SKILLS

- Social Media Marketing
- Content Management
- Marketing and Advertising
- Google Ads, Facebook Ads
- Google Analytics
- E-mailing
- Graphic Design
- Time Management
- Autonomous, curious and creative

TOOLS



LANGUAGE

- French: Mother tongue
- Anglais: Intermediate

PROFILE

Passionate about digital with more than 2 years of experience in the management and optimization of communication strategies based on social media, websites and digital communication platforms. I am looking for a full time role in social media and marketing communications where I can apply my knowledge and skills for continuous improvement.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

DIMART | NOV 2020 -

- Managed social media accounts and created social media content for daily postings for 04 different companies: Increased social media following and clicks by 150% using analysis tools and cross-referencing of data for better targeting
- Graphic design: creation of visuals for advertising posters, newsletters and website banners

COMMUNICATION ASSOCIATE

LA PROTECTRICE ASSURANCES | OCT 2019 - OCT 2020

- Developed a social media strategy to increase the following of the company website
- Implemented the offline marketing strategy: in charge of customers targeting and the communication plan for a viral campaign for one of the company's new products

SOCIAL MEDIA JUNIOR EXECUTIVE INTERN

PRIMEDIA | MAI 2019 - AOUT 2019

- Managed social media accounts and created social media for daily postings
- Elaborated the communication plan for 02 notable projects

MARKETING ASSISTANT INTERN

GAB ASSURANCES | OCT 2018 - JAN 2019

- E-mail marketing and website content management
- CRM database management

EDUCATION




MASTER BUSINESS DEVELOPMENT

PIGIER Benin | 2019 -

BACHELOR BUSINESS MANAGEMENT

EENAM Benin | 2016 - 2019 | GPA 3.0

CERTIFICATIONS

 Google Ateliers Numeriques
 Google Ads
 Hubspot Academy Content Marketing