

Marco Diallo

Senegal | Male | 24

EXPERIENCE

- Marketing Intern at Orange Senegal, Dakar (6 months): Managed social media campaigns across multiple platforms, created content calendars, analyzed engagement using analytics tools, drafted weekly summaries, coordinated with creative and design teams, tracked ROI and engagement, suggested optimizations.
- Business Development Intern at Ecobank, Dakar (6 months): Conducted market research, prepared sales proposals, analyzed customer data, assisted in product launch planning, collaborated with regional sales teams, developed dashboards to track KPIs, participated in meetings with senior managers.

EDUCATION

- Bachelor in Business Administration, Cheikh Anta Diop University, 2022: Courses included Marketing, Finance, International Business, Data Analysis, Consumer Behavior.

Capstone project focused on digital marketing strategy for local startups, included survey research and strategic recommendations.

Participated in entrepreneurship club organizing workshops and events.

SKILLS

Excel (data analysis and dashboards), PowerPoint (professional reports), Digital Marketing, Social Media, Strategic Planning, Communication, Teamwork

PROJECTS

- Social Media Engagement Study: Measured performance of campaigns, prepared reports with insights, suggested improvements, collaborated with creative team.
- Business Strategy Proposal: Assisted in developing a go-to-market plan for a new product, analyzed market trends, created presentation for management.

LANGUAGES

French (native), English (fluent)

CERTIFICATIONS

Google Ads, HubSpot, Certificate in Digital Marketing Strategy

HOBBIES

Traveling and blogging about local culture, cooking and experimenting with new recipes, volunteering in educational initiatives, painting and arts and crafts

REFERENCES

- Mamadou Ndiaye, Marketing Manager at Orange, mamadou.ndiaye@orange.sn
- Awa Sarr, Project Supervisor at Ecobank, awa.sarr@ecobank.sn

ACHIEVEMENTS

- Best Intern Award at Orange Senegal 2021
- Recognized for project contribution in business strategy proposal