

Coumba COULIBALY

Baco-Djicoroni ACI, Bamako, Mali • coumbacoulibaly09@gmail.com • (+223) 77 79 80 22 • [LinkedIn](#)

EDUCATION

Master Degree in Business Engineering

Ecole Supérieure Multinationale des Télécommunications

Dakar, Senegal

08/2022

Bachelor Degree in Engineering Science

Ecole Supérieure Multinationale des Télécommunications

Dakar, Senegal

07/2019

WORK EXPERIENCES

Marketing Data Analyst

Plebiscis

Bamako, Mali

03/2024 – Present

- Assist marketing teams by creating daily reports on ongoing campaigns using Microsoft Power BI and Excel, providing critical insights into campaign performance.
- Monitor data collection processes through Microsoft Power BI, ensuring data accuracy and integrity from field resources to support reliable analysis.
- Utilize Microsoft Excel for data cleaning and preparation, enhancing data quality and optimizing analytical processes for actionable insights
- Create visually engaging presentations in Microsoft PowerPoint to effectively communicate analytical findings and campaign performance metrics to stakeholders, facilitating informed decision-making and strategy refinement.

Marketing Intern

DFA Communication

Bamako, Mali

09/2021 – 10/2021

- Assisted in organizing marketing files by using organizational tools, resulting in improved accessibility and efficiency for the team.
- Created detailed marketing reports by compiling data from various sources, leading to more informed decision-making by senior team members.
- Supported the marketing team by managing administrative tasks and report generation, enhancing overall team productivity and workflow.

IT Intern

Agence National de Télésanté et d'Informatique Medicale

Bamako, Mali

07/2017 – 08/2017

- Conducted data analysis using analytical tools like Microsoft Excel to identify trends, resulting in improved data accuracy and decision-making for the agency.
- Updated national databases by following established protocols and procedures, ensuring data integrity and accessibility for authorized personnel.
- Learned website development and maintenance through studying frameworks and best practices, laying the foundation for future contributions to digital initiatives within the agency.

SKILLS

Programming: Python, SQL, SSMS, MySQL Workbench.

Tools: Microsoft Excel, Microsoft Power BI, Tableau, Microsoft Word, Microsoft Powerpoint.

My portfolio [here](#)

CERTIFICATIONS

- ✓ Machine Learning, Data Science and Deep Learning with Python
- ✓ Excel Essential Training (Office 365/Microsoft 365)
- ✓ Scrum Fundamentals
- ✓ Statistics Foundations

LANGUAGES

- ✓ English : B2 (CECRL)
- ✓ French: Native
- ✓ Bambara: Native



Portfolio

Coumba COULIBALY

VOLUNTEER

Finance Manager

Bamako, Mali

Evangelical Protestant Church of Bacodjicoroni ACI Youth Group

06/2023 – Present

- Managed budgets and financial operations using tools like Excel, to improve resource allocation and cost efficiency.
- Led Church Youth Crowd funding activities and identifies solution to financial problems.
- Resolved interpersonal issues through love and the lens of the Bible.