

KOFFI JEAN-AUBIN KOUADIO

Digital Marketing Manager | +250.792.402.632 | k.kouadio1@alustudent.com | Kigali, Rwanda

PROFESSIONAL SUMMARY

Young digital marketing and project management professional, with expertise in content creation, data analysis, and social network management. Passionate about entrepreneurship, I stand out for my ability to optimize brand visibility and achieve measurable results in multicultural environments.

EDUCATIONAL BACKGROUND

African Leadership University (ALU) – Kigali, Rwanda

January 2023 – July 2026

BSc (Hons) Entrepreneurial Leadership

- **Relevant Courses:** *Entrepreneurial Leadership; Communication & Digital Marketing; Business Analysis.*

Pigier CI – Yamoussoukro, Ivory Coast

December 2018 – August 2020

Associate's Degree (AAA) in Business Administration

- **Relevant Courses:** *International Business; Management & Sales Techniques; Marketing; International Trade.*

PROFESSIONAL WORK EXPERIENCE

WATOTO ARE TOMORROW – Uganda

September 2024 - Present

Digital Marketing & Content Creation Assistance (Hybrid)

- Increased Watoto Are Tomorrow – Uganda's social media following by **25%** through targeted content strategies and audience engagement initiatives.
- Boosted LinkedIn presence by establishing a professional profile and creating **10+** optimized posts, resulting in a **15%** growth in professional connections and engagement with key partners.

PARAGON ONE (EXTEN) – New York, United States

March 2024 - April 2024

Content Creation & Digital Marketing Externship (Remote)

- Identified and strategically utilized industry-relevant keywords using SEO tools.
- Achieved a measurable increase of **20%** in the company's web visibility and search engine ranking, as evidenced by enhanced organic traffic and keyword performance metrics.

WATOTO ARE TOMORROW – Uganda

October 2023 - December 2023

Social Media Manager Intern (Remote)

- Achieved a **25%** increase in Watoto Are Tomorrow – Uganda's social media following across all platforms throughout the internship tenure.
- Generated a significant **40%** surge in post engagement and interactions, culminating in broader reach and heightened dissemination of the organization's message.

ZECI (Zola Energy Côte d'Ivoire) – Yamoussoukro, Ivory Coast

November 2021 - July 2022

Commercial Consultant

- Resolved customer pain points by **15%** and increased customer satisfaction by listening and understanding customer needs and providing sound advice.
- Tracked and analyzed website stats, SEO, and marketing services, resulting in a **15%** increase in website traffic and a **10%** increase in leads.

LEADERSHIP ACTIVITIES

NGO G.A.E.M (Grace Assistance Education Mirror) – Kigali, Rwanda

March 2023 - Present

Chief Executive Officer (CEO)

- Defined and managed project scope for **10+** projects, resulting in a **90%** success rate in meeting project objectives and a **10%** reduction in project costs.

SKILLS

Project Management and planning
Leadership

Strategic Planning
Digital Marketing

Creative and Innovation
Graphic Design

LANGUAGES

French - Native

English - Fluent

Spanish - Beginner