

AURÉLIA AKISSOE

Digital Storyteller & Community Strategist ☎ +33 (0) 6 46 15 89 02 |

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PROFESSIONAL PROFILE

Innovative **Digital Content Creator** and **Community Manager** with a proven track record of driving engagement, building brand loyalty, and crafting compelling digital narratives. Armed with a **Bachelor's in Digital Communication & Web Marketing (High Honors)** and pursuing an **MSc in Marketing, Communication & Brand Strategy**, I blend creativity with data-driven insights to deliver impactful results.

Passionate about transforming brands' digital presence through **strategic content, community engagement, and cutting-edge tools**—including AI and social analytics. Adept at **multilingual communication** and thriving in fast-paced, collaborative environments.

CORE COMPETENCIES

- **Content Creation**
- **Community Management**
- **Digital Strategy**
- Strategic Content Planning
- Audience Engagement & Growth
- Cross-Platform Campaigns
- Copywriting & Visual Design
- Online Reputation Management
- Performance Analytics
- Canva & CapCut Mastery
- Crisis Moderation
- AI-Generated Content Optimization

Tools: Microsoft Office Suite, Canva, CapCut, Social Media Analytics Platforms

KEY ACHIEVEMENTS

Freelance Community Manager - Restaurant Brunch & Sunset, Cotonou (Dec 2023 – Sep 2025)

- **Amplified Social Media Presence:** Grew TikTok followers by **11,000+**, Facebook by **10,000+**, and Instagram by **1,252** through targeted content strategies.
- **Enhanced Customer Experience:** Provided real-time client support and curated engaging, on-brand content across Instagram, Facebook, and TikTok.
- **Data-Driven Optimization:** Analyzed engagement metrics to refine content, boosting reach and interaction rates.

Freelance Communication Assistant - Providence IMMO Agency, Cotonou (Oct 2023 – Aug 2025)

- **Elevated Property Visibility:** Designed high-impact visuals that increased online inquiries by **30%**.
- **Streamlined Digital Communication:** Bridged the gap between tenants and property owners through strategic social media management.

Community & Social Media Manager - Agence MAXAFRICA, Cotonou (Jul 2023 – Oct 2023)

- **Orchestrated Digital Campaigns:** Developed and executed editorial calendars, increasing post consistency by **40%**.
- **Creative Asset Production:** Produced eye-catching visuals using Canva and CapCut, enhancing campaign engagement.

Engagement Analysis Intern - Agence JAWUNTAA, Cotonou (Jan 2023 – Apr 2023)

- **Insightful Analytics:** Conducted a deep-dive analysis of the TV show "*Dis-moi qui est la plus belle*", identifying key engagement drivers and recommending actionable optimizations.

EDUCATION & CERTIFICATIONS

- **MSc in Marketing, Communication & Brand Strategy** *Bordeaux* | 2025–2027 (*In Progress*)
- **Bachelor's in Digital Communication & Web Marketing (High Honors)** *PIGIER BENIN* | 2020–2023
- **Certification in Fundamentals of Digital Marketing** *Google L'Atelier Numérique Africain* | May 2022

LANGUAGES

- **French:** Fluent (DELF B2)
- **English:** Intermediate (TOEIC 810/990)

INTERESTS

- **Social Media Trends:** Exploring innovative content strategies on Facebook, Instagram, and TikTok.
- **Travel & Cultural Discovery:** Drawing inspiration from global experiences.
- **Event Planning:** Creating memorable moments through thoughtful organization.

WHY WORK WITH ME?

I don't just manage communities—I **build them**. I don't just create content—I **craft stories that resonate**. With a keen eye for trends and a relentless focus on results, I help brands **connect, engage, and grow** in the digital space.

Let's create something extraordinary together.