



Georges M C S DIÉMÉ

Digital Manager | digital strategist | Social entrepreneur

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📅 25 years old
📞 776803197

Work experience

Digital manager — [Atlantis Group Mali - Sénégal](#) Sénégal - Mali

Since January 2022

- Team management;
- Review and validation of strategies;
- Data analysis;
- Customer relationship management;
- New features and concept implementation;
- Traffic management;
- Ads specialist;
- costing and ROI strategy;

Traffic Manager — [Atlantis Group Mali - Sénégal](#) Dakar, Sénégal

December 2021

- Creation of traffic through different digital levers,
- Implementation of marketing campaigns on different media (web, mobile ...),
- Elaboration and follow-up of digital campaigns,
- Edition of reports on the effectiveness of campaigns conducted,
- Budget optimization and recommendations to customers in the digital orientations

Digital content manager — [Free au Sénégal](#) Dakar

From March 2020 to December 2020

- Analysis of online activities (social networks, etc.) and of the different media,
- Implementation of analysis tools, CRM and possibly cookies dedicated to web analysis,
- Quantitative and qualitative monitoring of online activity
- Creation of personalized dashboards
- E-mailing (Mailchimp)

Back office agent, problem solver — [Free au Sénégal](#) Dakar, Sénégal

From December 2019 to February 2020

- CRM management;
- Cases management;
- problem solvng;
- brainstorming solutions & innovations;

Education

Master 1 | Company and marketing management — [University Euro-Afrique](#) Dakar, Sénégal

From 2019 to 2020

Marketing & communication bachelor — [Institut Privé de Gestion de Dakar](#) Sénégal

From October 2015 to July 2018

Baccalauréat — [Prytanée Militaire de Saint-Louis](#) Saint-louis, Sénégal

From October 2014 to July 2015

Languages

French



English



Chinese

En autodidactie

Assets

Ability to adapt



Writing skills



Autonomy



Team spirit



Skills

Web analytics



Microsoft Excel



CRM tools



Google Ads



Ads tools (Facebook, Google etc)



Photoshop



Consulting experience

Traffic manager — [Laptani](#) Montréal, Canada

Since January 2022

- Digital strategy (proposal and implementation);
- team training and social media management;
- Ads management;
- Costing;
- Creativ team management;
- Marketing strategy proposal;

Digital manager — [KAI \(YEEG SAS \)](#) Dakar - Sénégal

Since February 2022

- Digital strategy (proposal and implementation);
- team training and social media management;
- Ads management;
- Costing;
- Creativ team management;
- Marketing strategy proposal;

Traffic manager — [McCann Sénégal](#) Dakar, Sénégal

From January 2022 to February 2022

- Ads management (Social media);
- SEO - SEA - SMA;
- Advices;
- web optimisation;

Certifications

Googles Ateliers numériques

Certification Référencement SEO LinkedIn

OpenClassroom - Digital project management

Interests

Photography

Basket-ball

in @georges-m-c-s-
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