

CURRICULUM VITAE

YOBOUE KOUAME WILIAM

- **Nationality** : Ivorian (Cote d'Ivoire)
- **Date of Birth** ; 17 May 1982
- **Place of Birth** : Yamoussoukro (COTE DIVOIRE)
- **Marital Status** : Single

Mobile Phone: 008615205819390, 0022579994136 Email : yobouewiliam@yahoo.com

PhD Holder (School of Business Administration, Zhejiang Gongshang University China)

Master Business Administration (MBA)

Engineer in Marketing Management



Education and Training

2015-2017: PhD Candidate School of Business Administration (Ecommerce, Ebusiness) at Zhejiang Gongshang University China (**Awarded with the third prize of the best overseas student 2015-2016**).

2013-2015: Master Business Administration (MBA, Strategic Management) at Jiangsu University China (**Awarded with the Excellent MBA Student prize**).

Date: **2011**

Title of qualification awarded: **DIPLOMA IN COMPUTER AND BUSINESS ENGLISH**

Language World and Computer at College of Ghana (**ACCRA GHANA**).

Dates: **2007-2011**: **ECOLE SUPERIEURE DES AFFAIRES ET DE MANAGEMENT**: ESAM Yamoussoukro Republic of Cote d'Ivoire

Title of qualification awarded: **ENGINEER MARKETING MANAGEMENT**

Dates: **2004-2007**

Institut **LKM** Abidjan Republic of Cote d'Ivoire (Ivory Coast).

Title of qualification awarded: **ADVANCED VOCATIONAL DIPLOMA IN BUSINESS COMMUNICATION**

Professional Experience.

Enterprise : **SENZHEN RIGHT NET CO.LTD CHINA (AMANBO, First Sino-Africa business Platform)**

Field of activity : Sino-Africa Business and Trade

Date : August 2015 to August 2017 : Country Manager

Mission : Promote the company and attract importers

Action : Established the company in **COTE D IVOIRE** and in some other countries

- Installation and monitoring of commercial project
- Human Resource Management

Enterprise : EXPRESS TELECOM CI (MOOV COTE D IVOIRE)

Field of activity : Mobile phone

Date : July 2011 to August 2013 : Marketing Manager

Mission : revitalize the business turnover of the company

Action : Establishment of a dynamic commercial strategy

Enterprise : Builder COTE D IVOIRE

Field of activity : Public Works and Buildings.

Date : August 2009 to July 2011 : Assistant of the general manager

MISSION :

Direct sales and marketing activities of the company

Ensure sales administration

Implementation of a business strategy and a sales team

Action :

Establish and monitor trade policy

Suggest business trade policies and projects

Publications

1- New Paradigms in International Market Entry : A Reflection on the Present and the Future

[IJSRST:IJSRST173311](#)

INTERNATIONAL LANGUAGES SPOKEN

	<u>Spoken</u>	<u>Written</u>
<u>English</u>	<u>Advanced</u>	<u>Advanced</u>
<u>French</u>	<u>Advanced</u>	<u>Advanced</u>
<u>Chinese</u>	<u>Basic</u>	<u>Basic</u>

CONFERENCES/SEMINARS/PRESENTATION

- 2013 : Second Sino International Postgraduate Conference, University of Jiangsu, China
- 2014 : Third Sino International Postgraduate Conference, University of Jiangsu, China
- 2016 : International E-Business Exposition, Guangzhou China

STATISTICAL SOFTWARE KNOWLEDGE

SPSS, STATA. Excellent in Word, Excel, Access, Power point and internet.

REFERENCES

Professor Kaigang Yi S

Dean of School of Marketing and Tourism Zhejiang Gongshang University, P.R. China

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