

# RODRIGUE ZACHARIE DEGUENON

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## PROFESSIONAL SUMMARY

Digital Marketing Consultant and Data Analyst with experience driving growth through data-driven marketing strategies and improving client outcomes. Experience in digital marketing, data analytics, and software consultation. Passionate about utilizing insights to drive continuous growth and deliver measurable results.

## SKILLS

- Data Analysis Tools: Excel, SQL, Tableau, R
- Digital Marketing Tools: SEO, CMS, PMS, Booking Engines, Channel Managers, Reputation Tools
- Languages: Fluent in English and French

## PROJECTS

### Capstone Project - Bellabeat

Jan. 2025

- Analyzed fitness and wellness data to recommend marketing strategies for Bellabeat's App using **R** to extract actionable insights and improve marketing strategies
- Cleaned and pre-processed data, removing irrelevant rows and handling missing values to ensure data accuracy.
- Conducted exploratory data analysis (EDA) to identify key user trends and behavior patterns using **R packages** such as **dplyr**, **ggplot2**, and **tidyverse**.
- Visualized insights to guide recommendations on how to optimize Bellabeat's marketing efforts and product performance.

## WORK EXPERIENCE

GINFORM

Lomé, Togo

### Digital Marketing Consultant

Dec. 2023-Present

- Introduced Hotel Link's software to new accommodation providers, expanding the user base by 20%, increasing revenue and market share.
- Provided training and strategic advice to clients, optimizing digital strategies and boosting engagement.
- Utilized data-driven insights to refine marketing strategies and enhance client outcomes.
- Delivered training on software usage and strategy development, bolstering client engagement.

ZENITH BANK GHANA LIMITED

Accra, Ghana

### Marketer

Nov. 2022-Sep. 2023

- Led a marketing campaign that increased new account openings by 15%.
- Enhanced customer engagement through targeted product promotions and exceptional service.

## EDUCATION

UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA

### Bachelor of Business Administration

Aug 2022

GPA 3.39/4.0

## CERTIFICATIONS

- Google Data Analytics Professional Certificate – Coursera
- [Digital Marketing Consultant Certification](#) – Google Drive
- [HubSpot Marketing Certification](#) – HubSpot Academy

## LEADERSHIP/ EXTRACURRICULAR ACTIVITIES

- Volunteer, Awella Foundation
- Contributed to awareness campaigns and outreach programs, enhancing the foundation's reach and impact.

