

SENKOUN KABA

Tel.: 438-979-0777 Email: senkoun@yahoo.com

LANGUAGE

- **French:** Native Speaker
- **English:** Intermediate

PROFESSIONAL EXPERIENCE

Account Manager 2016 - 2017

Teksavvy Solution Inc., Gatineau

- Support and manage all the different aspects of each customer's accounts, from order taking to commissioning
- Advise customers on solutions
- Identify and understand customers technological needs
- Promote products and services offered by Teksavvy

Junior Social Media Communications Officer 2015

University of Ottawa

- Data analysis and social media reporting on multiple accounts and campaigns
- Content creation, article writing and social media copywriting for blogs, Twitter, Facebook, Instagram, Pinterest and Tumblr
- Social media monitoring and customer service outreach across multiple channels
- Live event stream and Tweetwall moderation during convocations with estimated reach of 200K+
- Updating internal Wiki with social media best practices and learning resources
- Used tools such as Hootsuite, Storify, Iconosquare, Google Analytics and Tweeddeck

Project Manager (Intern) 2014

Campaign « Mardi je donne – Giving Tuesday »

Food Bank of Quebec, Montreal

- Managed marketing aspects of « Mardi je donne/Giving Tuesday » campaign
- Assisted in designing and implementing campaign promotion strategy
- Created a website to reach target audience
- Promoted event on social media

Analyst (Intern) 2013

Moisson Outaouais, Gatineau

- Conducted research and presented findings in a report on extreme poverty in the Outaouais region
- Analyzed the Statistics Canada and Institut de la statistique du Québec databases on poverty
- Conducted comparative research in the Food Banks of Quebec Database

EDUCATION

AEC Media Strategies and Advertising LaSalle College, Montreal (Canada)	Present
Bachelor of Commerce with an option in Marketing Telfer School of Management, University of Ottawa (Canada)	2016
Diploma of College Studies University of Paris 7, France	2005

COMPUTER SKILLS

- Proficient in Microsoft Office, Google Analytics, Hootsuite, Storify, Iconosquare, Tweetdeck,
- Graphic Design level 1: Photoshop, Illustrator

VOLUNTEER INITIATIVES

- Volunteering for Manyatta Network 2017
- Volunteering for the West African Youth Association (AJOA-WAYA) 2015
- Redevelopment of Notre-Dame schoolyard (Gatineau): Green schoolyard project 2014
- Volunteering for the Black Month History at City of Gatineau events - 2013
- Volunteering for the University of Ottawa Housing Service - 2012

INTEREST & ACTIVITIES

Member of Telfer School of Business Marketing Club

Sport :

➤ Basketball

- Point guard for Amiens Nord team (France) (finalists of the regional championship) 2004
- Point guard for S.Q.B.B (Saint-Quentin Basket-ball) professional B level (France) 2008

➤ Martial arts

- French Boxing; Judo Jujitsu; Shotokan

References available upon request