

# MARKETING & COMMUNICATION MANAGER

## SKILLS SUMMARY

Marketing strategies & communication campaigns

General strategies of Management

Business Development

Entrepreneurship

Digital and Web

Corporate communication

## CONTACT ME

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## STRENGTHS

 Malagasy: Native Language, Chinese: HSK II English: Average, French: Fluent

 President of communication and public relations in E-club rotary D9220 (2017-2019)

 Business travels in the metropolitan cities of Asia: Thailand, Malaysia, Singapore, China Travel & Tourism: Middle East, and Asia

## WORK EXPERIENCE

### CEO of BORABORA Foot Spa & treatments

Pioneer of Asian well-being in Madagascar (2019-2020)

- Supply chain
- Marketing and Communication general strategies
- Management strategies

### International Marketing strategy consultant

(2018-2020)

- Corporate Representative during International Exhibitions (Bangkok-Hongkong) of and International Seller and Exhibitor of Precious Stones from Madagascar - (Part time until now)
- International Marketing Manager Junior (Part-time): Contributed to broaden supplier's portfolio of an International Trade Company in Madagascar: Attending trade fairs in Asia, Factory tours, Product testing, dealing with suppliers, optimizing the purchase of different future markets ...

### Marketing & Communication Manager at Universal Exhibition Madagascar

(2017-2018)

- Marketing documents process for Partners, Clients and Sponsors between China and M/car, Tracked and deal with International clients, service provider, collaborators and International Exhibitors
- Developed Marketing strategies and Communication plans, and Public relations,
- Supervise the Good realization of events (Forum, International and local Trade fair and Press conferences).
- Lead my Team composed of: a WEB designer, Content creator, and an Event operational organizer and a Translator

## EDUCATIONAL HISTORY

### Certificate for completion of Master II in Political Science-International Relations

2018-2019: Institute for Political Sciences (IEP Madagascar)

### Master of Science in Management, Marketing and Communication

2017-2018: The Superior Institute for Communication, Affairs and Management (ISCAM Business School), Ranked 8th Best University in Africa

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Dear Sir,

In 2017, I started as Marketing and Communication Manager for an international event agency, and obtain my Master 2 Diploma in Marketing and Communication at ISCAM Business School. Attracted by company's Cosmopolitan environment, I wanted to deepen my knowledge in International business context. I take a Master 2 courses specialized in International Relations, so this allowed me to learn more about International business and politics, and work with some companies with suppliers or market abroad. I was in charge of International Marketing strategy proposal, to expand their customer or supplier portfolio. I had the opportunity to familiarize myself with Industrial cities and economic players in Asia by visiting factories or attending B2B trade shows.

Thanks to my working conditions and my discovery of Asian culture, I took advantage of my time being entrepreneurial, and created my Start-up in my country, a concept of well-being (Foot SPA) omnipresent in the Asian tourist areas. The brand's mission is to offer related products and services in parallel with our Country Branding, of which my main role is focused on its digital and global marketing strategies. Now I source from Asia my own product and wish can represent a brand latter.

Currently, I am looking for a job in International Marketing, Business development, or brand management, because I am passionate about creative strategies, giving solution to develop company's business. Developing my career in a sustainable company would not only allow me to share my skills thanks to my experiences, but the company will benefit from the "soft skills" that I have acquired thanks to my entrepreneurial spirit.

Proactive and creative, a decision-maker personality and the involvement of a worker would make my distinction. Persevering, commitment to starting a business and managing a position in an international context, have forged me to become a positive person, of solution and objectivity.

My professional vision is to have an exciting and successful career in a big economic city, which thus places me at your disposal, ready and confident for the rest of my career. For any additional information or for a possible interview, I am available to help you better understand my skills and my personality.

Hope to meet you soon, please believe in my Regards.

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