

Mensan Rodrigue SENOU

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Ottawa, Ontario

PROFILE

Marketing and communication professional with over 10 years of experience in corporate communication, brand marketing, and social media management. Specialized in renewable energies, focusing on solar energy with a demonstrated track of successful product launches, impactful strategies development, and successful campaign execution.

CORE SKILLS:

Project Management - Good team spirit – Basic knowledge of Adobe suite (Illustrator and Photoshop) – Good command of social media and management platforms (Meta Business Suite / Sprout / Hootsuite/ Trello) – Good command of Microsoft

Office suite (Word, Excel, Outlook, and PowerPoint) – Video creation and editing skills.

WORK EXPERIENCE

Project Manager - Communication and Marketing

July 2023 - Today

IRON TALENT

- Identifying the communication and marketing needs and opportunities for a portfolio of 10 clients.
- Actively participating in the development of communication plans, ensuring deployment, coordination, and follow-up.
- Collecting and evaluating performance indicators of communication actions through tools such as press reviews, Google Analytics, and social media.
- Establishing the content strategy for promotional tools such as newsletters, web content, and promotional materials, and ensuring their drafting.
- Coordinating the production of promotional tools by managing and monitoring various stakeholders such as translators, graphic designers, photographers, and videographers, while establishing project timelines and ensuring budget monitoring.
- Working closely with all departments involved in project execution, ensuring all necessary follow-ups to ensure the smooth progress of the project.

Marketing and Communication Officer

March 2019 - Dec 2023

ENGIE ENERGY ACCESS,

- Designed and Implemented communication and marketing strategy, conducted direct marketing campaigns improving the sales results by 20%
- Incepted and implemented a CRM tool (chatbot) designed to target a different online customer segment, resulting in a 25% increase in sales, Oversaw the production and dissemination of materials and content, etc.
- Managed and Coordinated a Team and Partner Network, handled Press and Public Relations, and Built and monitored a community online for MySol with over 38000 followers.
- Managed digital marketing budget of over 300 000 000 CFA.

Product Launch Manager

May 2017- Feb 2019

METIERS POINT AFRICA

- Recruited over 500,000 craftsmen across all markets and managed the launch of the website for four countries (Benin, Togo, Congo, and Rwanda)
- Led the market analysis and launch strategy across all markets.
- Managed and coordinated a team and partner network across the Market with over 100 people.
- Managed company budget of over 10,000,000 CFA.

Social Media Consultant

Jan 2016 - April 2017

DIGITXPLUS Francophone

- Implemented a social media strategy and helped with content management for over 10 profiles on social media with the analysis of the performance.
- Built a newsletter for internal communications.

FREELANCE

Social Media Consultant

For 12 Months

Ogilvy –

- Lead European Union campaigns
- Managed Facebook community for the European Union account
- Monitored comments on Facebook focused on 300 negatives.
- Produced reports for three campaigns

Content Creator and Digital Manager

For 12 Months

Opinion & Public BCW

- Collaborated with influencers to drive people to the concert and communicate about the launch
- Created video content to drive 300,000 people to a launch concert.
- Managed after-launch community on Facebook, Instagram, and Tik-Tok for Benin and Togo
- Generated reports to readjust our campaign

EDUCATION

Bachelor's degree in Sales Techniques and Marketing

2015

Ecole Nationale d'Economie Appliquée et de Management, Recognized by World Education Services Canada as a bachelor's degree.

LANGUAGE SKILLS

French (Advanced), English (Intermediate)