

Mensan Joseph Senou

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SUMMARY

- Project Management with leadership and bilingual skills developed from ten years of experience in Communication and Marketing working with Iron Talent Canada, ENGIE ENERGY Access, MPA Digital, Ogilvy, local companies and agencies.
- Bachelor degree in Marketing and Commercial Techniques, including project management, Digital Marketing, and International trade courses, with knowledge of crisis management and social media, acquired while working as Communication officer, Project Manager and Consultant at ENGIE ENERGY Access, Iron Talent and European Union.
- Extensive experience in team management and in overseeing communication projects, encompassing all stages from planning and coordination to execution and assessment obtained while working as Communication Officer and project Manager.

Languages: English and French

Computer/Technical Skills: MS Office Suite, Basic knowledge of Adobe suite (Illustrator and Photoshop) – Canva - 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 (Premiere Pro, VN, CapCut)

WORK EXPERIENCE

Project Manager - Communication and Marketing

Iron Talent Canada, Montreal, Quebec

July, 2023 – Present

- Assessed communication and marketing needs for a portfolio of 10 clients, developing tailored communication plans to address identified areas for improvement and enhance brand visibility, resulting in increased customer satisfaction and higher conversion rates.
- Analyzed performance indicators using tools such as press reviews, Google Analytics, and social media metrics to evaluate the effectiveness of communication strategies and make data-driven decisions for optimization.
- Managed the production of promotional materials, coordinated stakeholders, established timelines, and monitored budgets to ensure efficient execution of communication projects and adherence to financial objectives.

Communication and Marketing Officer

ENGIE ENERGY Access, Cotonou, Benin

Mar, 2019 – Dec, 2023

- Designed and implemented a communication and marketing strategy, which included conducting direct marketing campaigns, resulting in a 20% improvement in sales results.
- Initiated and implemented a CRM tool (chatbot) aimed at reaching a distinct online customer segment, leading to a 25% increase in sales. Additionally, I supervised the production and distribution of materials and content.
- Identified the need to engage a large customer base, manage press relations, and cultivate an online community for MySol. Managed marketing strategies targeting 300,000 customers while overseeing press relations and building an online community, resulting in increased brand visibility and customer loyalty.

Project Manager

MPA Digital, Lome, Togo
Mai, 2017 – Feb, 2019

- Recruited over 500,000 craftsmen across all markets and managed the launch of the website for four countries (Benin, Togo, Congo, and Rwanda).
- Led comprehensive market analysis and spearheaded the launch strategy across multiple markets.
- Managed and coordinated a team and partner network comprising over 100 individuals across the market, while also overseeing a company budget exceeding 10,000,000 CFA.

Social Media Consultant

DigitxPlus Francophone, Cotonou, Benin
Jan, 2016 – April, 2017

- Implemented a social media strategy and assisted with content management for more than 10 social media profiles, conducting performance analysis to optimize engagement and reach.
- Created and established an internal newsletter for effective communication within the organization.

FREELANCE

Social Media Consultant
Ogilvy
For 12 Months

Managed institutional campaigns for the European Union and monitored various comments on the page to enhance the organization's goodwill. These strategies resulted in a 70% decrease in negative comments on the organization's accounts.

Content Creator and Digital Manager
For 12 Months
Opinion & Public BCW

Collaborated with influencers to promote the concert and launch event, leveraging their reach to engage audiences. Produced video content that attracted 300,000 attendees to the launch concert. Managed post-launch communities across Facebook, Instagram, and TikTok for Benin and Togo, and generated reports to refine the campaign strategy.

EDUCATION

B.A., Marketing and Commercials Techniques

University d'Abomey-Calavi, Cotonou, Benin
2012-2015

VOLUNTEER EXPERIENCE/COMMUNITY INVOLVEMENT

Lions Club Members

Cotonou, Ganvie
since, 2013

- Community clean-up events to promote environmental cleanliness.
- Food drives to support local food banks and shelters.
- Visits to nursing homes for companionship and social activities with elderly residents.
- Literacy programs for children, including reading sessions and book drives.

References Available Upon Request