




Oceane Fofana

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 2855 commercial center blvd,
katy, tx, 77494

SKILLS

- Brand positioning and management
- Data analysis and reporting
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication
- Google Ads, Analytics, tag manager
- Linux, HTML, CSS, AWS
- Digital marketing (SEO, social media, email)

EDUCATION

BACHELOR OF MARKETING

Brest Business School
2018-2021

MASTER OF WEALTH MANAGEMENT

Escam Business school
2021-2022

LANGUAGE

English
French

VOLUNTEERING

- Afev (association for unprivileged children)
I offered French lessons for free to several children

MARKETING MANAGER

Motivated marketing professional with experience in marketing coordination, digital marketing, and brand management. Seeking a challenging role that allows me to leverage my diverse skill set and contribute to the growth of a dynamic marketing team.

EXPERIENCE

BRAND MANAGEMENT

Marcel Market

2023 - Present

- Led brand development initiatives, ensuring brand consistency across all communication channels.
- Conducted market research to identify target audience behaviors and preferences.
- Managed product launches, including market positioning, messaging, and creative collateral development.
- Collaborated with cross-functional teams to develop and implement brand marketing strategies.

DIGITAL MARKETING ASSISTANT

Imagine child care

2022 - 2023

- Make advertising flyers for events.
- Post picture and video
- Manage the social media.
- Respond to customer.
- Create a marketing strategy.

MARKETING COORDINATOR

Carrefour Banque

2018 - 2022

- Supported marketing team with planning and execution of marketing campaigns, including managing project timelines and coordinating cross-functional teams.
- Assisted in market research, gathering data, and competitor analysis to identify market trends and opportunities.
- Played a key role in organizing and executing successful promotional events and product launches.
- Created and managed content for social media platforms, resulting in a 25% increase in engagement.