

Rokhaya BARRY

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EMARKETING CONSULTANT / MARKETING & COMMUNICATION PROJECT MANAGER

Bilingual: French - English

Core competencies

- 📌 **Emarketing & Marketing Management:** defining & executing online/offline marketing tactics, creating & managing database to monitor target regions or products, directing market studies
- 📌 **Business Development & Sales Force:** customer prospecting, developing key business partnerships, defining long term strategic plans, organizing sales force & team leadership
- 📌 **Communication & Brand Development:** developing & designing specific communication tools, professional & personal branding services
- 📌 **Project Management:** coordinating & monitoring social innovative projects

Languages

- 📌 **French**, 2nd mother tongue
- 📌 **English**, fluent:
 - 📌 Long term study programme at EF Intl Language Schools Sydney, Australia
 - 📌 Intensive English course in executive programme at CCEL Vancouver, Canada
- 📌 **Italian**, good oral understanding: Followed courses at Stendhal University of Grenoble, France

Computing

- 📌 **Documentation:** Restructured text, rst2pdf, Open Office, MS Office
- 📌 **Operating Systems:** Linux, Microsoft
- 📌 **Other web technologies:** Gimp, Lotus notes, Mind Manager
- 📌 **Web programming:** HTML, XHTML, CSS (self training, beginner)

Work Experience and Outcomes

Since July 2012: Independent Consultant Specialized in emarketing, marketing & communication

Main achievements:

- 📌 Founded **RokBarry Creations & Services**, a marketing and emarketing company (<http://www.rokbarry.com/en>)
- 📌 Intervened as a temporary teacher about emarketing subject at Paris X Nanterre University
- 📌 Taught French courses to an expatriate engineer
- 📌 Designed communication tools & content development in FR or EN (business card, leaflet, PowerPoint presentation...)
- 📌 Developed web visibility for online sales businesses and websites showroom (residencegrenoble.fr, rokbarry.com, openitfordevelopment.org)

Since May 2011: Co-founded Open IT For Development (OITFD), a non-profit activity

Business Development & Support Marketing Manager of OITFD (<http://www.openitfordevelopment.org>), an organization specialized in promoting ICT within regions of West Africa (Senegal) and South-east Europe (Turkey).

Main achievements:

- 📌 Set up marketing initiatives & executed main communication tools
 - 📌 Deployed webmarketing tactics through social networks
 - 📌 Conducted innovative social project management for business incubator implementation at Dakar, SN (budgeting project, finding resources and coordinating the execution progress management)
- Outcome:** *Signed a partnership contract with RasadaCrea web technology company, aiming at defining and developing e-marketing communication tools (tutorials, webPR writing, emailing campaign...)*

Dec. 2010 to April 2011: Ministry of economy /Ministry of budget (ADETEF), Paris - FR

Policy Officer - Digital Economy & ICT Projects Department.

Main achievements:

- 📌 Contributed to define marketing & communication methods for promoting services provided by the department
- 📌 Searched, identified and tested tender call project-watch new tactics

☞ Led the writing of a monthly newsletter summarizing the agenda, the national & international news regarding digital economy sector

☞ Developed a benchmark of ICT companies specialized in technical assistance allowing more visibility over target sector

Outcome: Set up an effective system of collection, extraction, filtering, visualization and data analysis. Foremost by integrating software rss feed readers allowing to optimize tender call project-watch. Then, by developing a benchmark to facilitate segmentation, market analysis and grouping relevant data

Jul. to Dec. 2010: RasadaCrea Web Technology Agency, Grenoble - FR

Web-Marketing Consultant.

Main achievements:

☞ Participated to the content development of a trilingual website (rasadacrea.com / FR-EN-IT) by ensuring the EN-FR translation including keywords integration

☞ Deployed SEO & SEM tactics through social networks

Outcome: Page Rank of rasacadacrea.com website increased from 3 to 4 due to the implementation and tracking of a constant SEO process during 6 months.

Oct. 2008 to Sept. 2009 : Schneider Electric, Grenoble - FR

Export Project Manager Assistant - Projects Implementation and Customers Support Business Unit.

Main achievements:

☞ Monitored and participated to projects steering over Africa, Caribbean and Pacific area

☞ Managed the interface between customers and production (Ensuring respect of terms of references, ascended any difficulties of applications in order to propose suitable solutions that fit the total customer satisfaction)

☞ Organized projects progress meetings and monitored budgets

Education

☞ **2009: Master's degree in International Affairs Management (with honours)** at Wesford Grenoble Business School in partnership with ULCO Dunkerque University, FR.

☞ **2010: MA in International Cooperation Projects Management** at Pierre Mendès France - Grenoble University, FR

Interests

☞ Literature; Writing; Traveling; Blogging; Swimming