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DRIVING LICENCE

More 10 years' experience

FMCG strategy

Marketing strategy

Activation campaign

Marketing digital strategy

360° Visibility

Lead B2B & B2C

Customer's experience

Loyalty

Salesforce management

Consulting and training

Sharing experience on
www.produmarketing.com

Experiences

Since september 30th , 2017

Marketing and sales Manager sahel area

Boost Africa Group : Pan-African firm expert in consulting and implementation

B2B – B2C

- Development of national and international distribution networks
- Optimization of CRM, business analysis and reporting

Performances : Distribution in the West African sub-region in shops, supermarkets, pharmacies, drugstores, clinics, polyclinics, hospitals, service stations, sports halls, food, informal kiosks, restaurants, lounges, bars, mobile money points, agencies travel agents, insurance brokers and mines

MARKETING

- Street marketing campaign (Large markets and points of sale)
- Game design and production and broadcast
- Implementation of 360 ° visibility campaign

Performances : Objective achievement rate around 77%

MARKETING DIGITAL

- SEO/SEA strategy, trafic management and lead generation
- Development of an editorial line and community management
- Newsletter, article and white paper writing

Performances : Conversion rate 73%

Portfolio : Ouest african client

E-commerce : Shopping2babi (Côte d'Ivoire), Bonbiz.com/Bonbizfood (Burkina Faso)

College : University of Abidjan et IFSM (Côte d'Ivoire)

Transit : Ousmane Transit et TG COM Logistique (Burkina Faso)

Electronic banking : Ezipay (Côte d'Ivoire and Burkina Faso)

Finance : Ofrah Nahum, Forth Investment (Burkina Faso)

Heavy machinery Geotracking: Geodetect ,GeoTracking (Burkina Faso)

Importing vehicles: SOCOMEX INTERNATIONAL (Burkina Faso)

Motorcycle dealer: INDMOVE Fortune (Burkina Faso)

Bodybuilding and fitness : Golden Sport (Burkina Faso, Niger and Mali)

Vehicle spare parts, oil and car cleaner: WYNN'S and RAIN-X (Burkina Faso)

FMCG Glucometer and blood pressure monitor: VIVACHEK (Côte d'Ivoire)

FMCG Optic : Lapaire Glasses (Burkina Faso)

FMCG Baby care product : WeBaby (Burkina Faso and Côte d'Ivoire)

FMCG Biscuit Cake : Boss Baker (Burkina Faso – Niger - Mali)

FMCG Natural juse : Fruidelice (Burkina Faso)

FMCG Soap : Medicare, Lervia, Anita, Kdo, Koli (Burkina Faso and Niger)

Reference : M Gregory Chappert ; Africa Director; 00226 52130707

October 10th , 2016 – September 27th , 2017 (12 months)

Sales, marketing and digital project manager

ORBIT Consulting, Groupe YHOAX Côte d'Ivoire : Marketing intelligence agency

- Business development distribution, advertising (online/offline)

Performances : N'SA Hotel and Mantchan hotel sales campaigns

Branding for 53 stores and groceries from CARRE D'OR

Distribution B2C of SMILEY handkerchiefs from Groupe SIVOP

Satisfaction survey from AFRICAN CONSUMER LABEL

Reference : M Rodrigue ELEGBEDE ; Old General manager of YHOAX ; 00225 09939468

September 07th , 2014 – September 07th , 2016 (24 months)

Marketing & GRC assistant

Cdiscount Côte d'Ivoire, Groupe CASINO : E-commerce

- SEO/SEA strategy and community management

Performance : Top ranking in ivorian marketing from 2015 - 2016

Reference : M Issouf ROUAMBA ; Old Country Manager ; 00225 08792100

Languages : Advanced level

French and english
(Read and spoken)

Computer science : Advanced level

Pack Microsoft
office Pack Google
Salesforce- Helloleads -
Appsheet Survey Monkey
(Sondage)
Magento - Shopify-Wordpress
Mailchimp - Canva - SEMrush

Hobbies

Sport and internet

Skills

Work under pressure
Lead a team of 200 members based in
different countries
Able to manager many departments
B2B and B2C portfolio consumer in
west Africa

Mars 05th – September 03th, 2014 (7 months)

Mass market assistant trainee

Moov Africa : Telecommunications network in Côte d'Ivoire

- Launch and management of the Epiq Nation subscriber base (young people), Classic (intermediate) and Telephone booths
- Marketing campaign (Reload bonus, CVM Target, VAS, USSD subscriptions)

Performance : Successful launch of the youth subscription profile

Référence : Mathieu KOUAO, Old mass market assistant, +225
01000944

October 17th – December 18th, 2013 (3 months)

Saler in the waste and scrap department

Groupe Fraternité Matin : Government press in Côte d'Ivoire

- Resale of production waste and scrap to the informal sales network
- Performance :** Development of the informal sales network in three town of Abidjan

22 Mars 2012 – 26 octobre 2013 (20 mois)

Trainer

Groupe Leaders & Co. – Côte d'Ivoire

- Teaching of the Higher Technician's Certificate in Commercial Management

Performance : Training in planning commercial, market research and satisfaction survey

January 07th , 2010 – October 04th , 2011 (22 months)

Street saler

Success World International : Marketing of parapharmaceutical products in Côte d'Ivoire

- Selling B2C

Performance : Second best saler

Educations

2012-2013

**Certificate of Aptitude for Higher Education
Groupe Leaders & Co. – Côte d'Ivoire**

2010-2012

**Sales engineer option Marketing / Management
Groupe EDHEC Abidjan
(Groupe Ecole des Hautes Etudes Commerciales-Abidjan)**

2009-2010

**Professional bachelor's degree in Economics and
Management option Management of SMEs /
SMIs
Université du littoral Côte d'Opale (France)**

**Higher Technician's Certificate in Commercial
Management field
Education's ministry of Côte d'Ivoire**

2007-2009

**1st et 2nd years PREPACOM
(Mathematics, Economics, Commerce)
ESETEC Yamoussoukro – Côte d'Ivoire
(Ecole Supérieure d'Enseignement Technique et Commercial)**