

# Ousmane Cherif

## SUMMARY

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Detailed Marketing Specialist with many years of experience facilitating revenue-driven sale and marketing teams and generating results unprecedented lead generation methods. Team-oriented Marketing officer over 3 years of experience collaborating to reach untapped marketing sectors and build product loyalty. Multi-talented content writer well-vested in research, writing and editing wide range of content. Comfortable working with little oversight to write interesting, clean and clear copy. Skilled in content management system, online content publishing software and SED.

## SKILLS

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Excellent Communicator .Opened-minded, Merchandising proficiency. Team member motivation.  
Customer Satisfaction. Stock management, Exquisite administrator

## EXPERIENCE

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### **Sales and Marketing Manager** 1/2013- Current

#### **Gestion de Materiaux Diaspora et Communauté( Diaspora and Community's Values management)**, Conakry

Developed and implemented sales strategies to increase revenue and market share.

Prepared detailed reports on the sales performance of properties(homes, lands, golds, businesses etc)

Conducted customers feedback surveys to identify areas for improvement in product offerings.

Analysed competitors activities and identified new opportunities for growth.

Managed relationships with key accounts and developed new business opportunities.

### **Marketing Officer** 11/2009-12/2013

#### **Gestion de Materiaux Diaspora et Communauté( Diaspora and Community's Values Management)**

Identified target audiences and developed strategies to reach them through various channels. Developed, implemented and evaluated marketing campaigns for new values/products or services. Organised promotional events such as trade shows, conferences, sponsored activities. Managed relationships with external vendors providing marketing-related services. Conducted market research to identify trends in consumers or clients behaviours and preferences.

### **RECEPTIONIST** 9/2003-5/2007

#### **Njie Construction Ltd(specialised in estate and homes construction management) just after high school studies in The Gambia**, Brusubi, The Gambia

Greeted visitors and provided them with assistances.

Answered incoming calls, took messages, and transferred calls to appropriate department or personnels.

Scheduled appointment for clients, customers, partners and other visitors

## EDUCATION and TRAINING

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### **Educational Leadership Training** 1/2019

National Institute for Education, Singapore

### **Executive Leadership Training**, 1-6/2019

Nu Quet Ltd, Singapore

### **Bachelor of Public Administration** 09/2007-09/2010

## LANGUAGE

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**Arabic English, and French**