

Abdoulaye Emmanuel KOUAO-BILE

portfolio: Abdoulayetheivorian.com · hello@abdoulayetheivorian.com · [+971-543193976](tel:+971543193976) · +1(669) 832-9139
linkedin.com/in/kouaobileabdoulaye · Amwaj 4, Jumeirah Beach Residence, Dubai, United Arab Emirates

INTRODUCTION ↘

I am an Ivorian based (now) in Dubai, with near 4 years of experience in marketing, communication, operations management and Business development and social media management. I thrive on crafting engaging digital content and designing marketing strategies that drive results. Passionate about continuous growth and learning, I'm on the lookout for exciting opportunities—where I can let my creativity shine and turn ideas into impactful results.

PROFESSIONAL EXPERIENCE ↘

Thinking Box | LLC UAE, *January 2025 – April 2025*
Operation Manager and Business Developer

Led operations and business development for marketing initiatives and property management projects, including crafting high-impact listings on Airbnb and Booking.com, implementing competitive pricing strategies, managing guest communications and reservations, coordinating cleaning and maintenance teams, ensuring 5-star guest experiences, and securing new partnerships to scale the business and boost profitability.

Nowmade UAE, *September 2024 – December 2024*
Property Marketing Manager

Optimized property listings on Airbnb, Booking.com, and hospitality platforms, increasing visibility, occupancy rates, and guest interest. Crafted engaging descriptions, competitive pricing strategies, and high-quality visuals to attract and convert bookings. Managed guest inquiries, feedback, and reservations, ensuring seamless stays, positive reviews, and sustained revenue growth.

World Bank | PSNDEA, Ivory Coast *February 2022 – August 2024*
Communication and Marketing Specialist

Developed and executed communication strategies for World Bank-funded rural projects, managing multimedia content, stakeholder engagement, and multi-platform outreach. Increased public engagement by 15% through strategic digital campaigns and event management. Mentored junior officers, optimized content production, and provided senior management with performance reports to enhance visibility and communication impact.

Thinking Box Agency, USA *January 2021 – September 2021*
Marketing Project Manager

Led integrated marketing campaigns across tech and retail, increasing engagement by 30% and securing 80% client retention. Managed brand storytelling, digital content, and cross-functional collaboration. Conducted market research to identify growth opportunities, optimizing strategies for five successful product launches. Improved campaign ROI through data-driven decision-making and audience targeting.

Graphics Pictures (Montreal, Beirut and Abidjan) *January 2020 – December 2020*
Video content creator and community manager

Produced high-quality video content and managed online communities, boosting audience engagement and brand visibility. Developed content strategies, optimized digital campaigns, and analyzed performance metrics to refine engagement efforts. Strengthened brand presence through interactive storytelling, trend-driven content, and social media initiatives, ensuring consistent audience growth and digital impact.

CERTIFICATION ↘

Development in Africa – Past to Present, *Lund University* (May 2023)
The Black Lives Matter Movement, *Johns Hopkins University* (March 2021)
Marketing Introduction, *University of Pennsylvania* (December 2020)
Design/Typography, *California Institute of the Arts* (December 2020)

LANGAGE ↘

French (Native)
English (Fluent)
Arabic (In learning)
Hindi (In learning)

EDUCATION ▾

Nextford University, Washington (USA)

Master in Business Administration

2022 – June 2023

Majors: International Business

- Focused on global market analysis, digital business strategies, and international trade practices, with a specialization in emerging markets. Key courses included Global Market Strategy, Doing Business in Sub-Saharan Africa, and Digital Transformation for Business.
- **Capstone Project:** Developed a strategic plan for the PSNDEA e-Agriculture initiative in Ivory Coast, creating digital solutions to support rural communities and increase agricultural productivity through technology integration.

School of Commercial and Information Technology (ETIC), Ivory Coast

Bachelor's Degree in Visual Communication January 2022 – July 2022

- Graduated Major of the Class for excellence in visual communication and creative marketing. Focused on integrating design and marketing through visual storytelling to strengthen brand messages across digital platforms. Gained practical experience with Adobe Creative Suite, designing cross-channel campaigns for social media, email, and print media.
- **Final Project:** Created a comprehensive social media and branding strategy for a local business, resulting in increased brand visibility and customer engagement by 30%.

School of Commercial and Information Technology (ETIC), Ivory Coast

Higher Technician Certificate in Visual Communication January 2020 – July 2021

- Graduated with honors; recognized for creating innovative visual campaigns and producing compelling marketing materials for real-life clients.
- Specialized in Digital Design, Typography, Brand Development, and Visual Storytelling, with a strong focus on the role of visual communication in driving marketing success.
- **Team Project:** Led a project team in designing a complete branding package for a new startup, including logo design, social media templates, and a website. The project received top honors for its creative execution and strategic alignment with the client's business goals.

MARKETING SKILLS ▾

Digital Marketing:

Expertise in developing and implementing marketing plans to boost brand awareness and engagement.

Social Media Management:

Proficient in managing campaigns across Facebook, Instagram, LinkedIn, and Twitter.

Content Creation & SEO:

Skilled in producing high-quality digital content, including graphics, videos, and blogs, optimized for search engines.

Strategic Prospecting & Lead Generation:

Identified and pursued new business opportunities through market research, outreach campaigns, and relationship-building to drive consistent sales growth.

Project & Process Management

Planned, executed, and optimized projects and workflows to ensure on-time delivery, cost-efficiency, and operational excellence.

KPI Monitoring & Reporting:

Tracked key performance indicators to evaluate business performance, identify trends, and support data-driven decision-making.

TECHNICAL SKILLS ▾

Design & Editing Software:

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Final Cut Pro, and Premiere Pro for creating professional-quality graphics, videos, and marketing materials.

Social Media Tools:

Experienced with Hootsuite, Buffer, and Meta Business Suite for scheduling, monitoring, and analyzing social media performance.

Content Management:

Experienced in WordPress, HubSpot, and Wix for managing website content, optimizing SEO, and enhancing user experience.

Automation Tools:

Expertise in using automation tools mainly ManyChat for chatbot marketing, automated customer engagement, and lead generation.