



# Josiane GNANGNON

SPECIALISTE EN COMMUNICATION & MARKETING

## MES CONTACTS

📞 Abidjan +225 79 41 80 74

✉️ josianegn@gmail.com

## CONNAISSANCES

- PHOTOPHOP
- WORDPRESS
- ILLUSTRATOR
- OFFICE 2019
- INDESIGN)
- WINDOWS 10
- PUBLIC SPEAKING

## LANGUES

- FRENCH
- ENGLISH
- WOLOF
- FON

## EDUCATION

- Certificat - Public Management  
Maxwel School - Syracuse University  
New York - United States of America  
2019
- Master I  
Strategies, Organization  
& Prospective  
Institut Supérieur des Organisations  
Cotonou - BENIN  
2011
- Bachelor in Business  
Administration  
Institut International de Management  
Cotonou - BENIN  
2006-2008

## COMMUNITY LIFE

- Final Ignite Talk - Washington  
Mandela Washington Fellowship  
August 2019
- Syracuse University Ignite Talk winner  
August 2019
- Distinguished Toastmaster  
June 2019
- Mandela Washington Fellow  
June to August 2019
- Triple Crown  
February 2019
- Toastmasters Area 12 Director  
June 2018 - July 2019

## A MON SUJET

*Diplômée d'une Licence en Gestion des entreprises et d'un Master en Stratégies Organisations et Prospectives, Josiane détient à son treize années d'expériences professionnelles dans les domaines de la Publicité, des événementiels, de la Communication et du Marketing. Elle a débuté son parcours professionnel en 2006 à travers un stage à Saphir Communication et a été rappelée en 2007 pour un second stage qui a conduit à la signature d'un CDI en Janvier 2008. La recherche de nouveaux défis l'ont conduit à occuper les postes de directrice de la Stratégie à ATL SA puis chargé de Clientèle à Maxafrica avant de tenter une expérience dans le domaine Humanitaire. Elle a été de ce fait, Spécialise Information Education et Communication pour le compte de la campagne 2015 de Abt Associates. Ayant soif de découvertes, elle a été contacté par le Studio Araignée à Dakar puis par le Casino du Port. Depuis 2017, Josiane est une consultante en communication qui accompagne les entreprises pour une meilleure visibilité et l'attente de leurs objectifs en matière de Communication et Publicité. Josiane est une boursière du Mandela Washington Fellowship 2019. Ayant suivi une formation en Leadership in Public Management à l'Université Syracuse de New York, elle est de retour avec de grands projets, de nouvelles idées et une soif pour de plus grands défis.*

## WORK EXPERIENCE

- Group Marketing and Communication Manager  
Salam Management Services (Azalai Group Hotelsand Dunia Hotels)  
Benin - Burkina Faso - Ivory Cost - Guinee Bissau -Mali - Mauritania  
Global Communication Strategies - Marketing strategies - Event Management  
Communication Crisis Strategies- Community Management  
Since February 2020
- Professor  
SUPDECO  
Strategic Management - Public Speaking - Organization  
November 2018 - January 2020
- Editor in Chief  
NAPPYZINES.COM - Natural black beauty Magazine  
Editing and supervising the magazine's content - Advocacy campaign management against skin bleaching and hair straightening with chemical products - Public Speaking - Website and Community Management - Information, Education, Communication Stratégies - Advocacy - Public relations.  
Since July 2017
- Manager  
TIWARA Communication  
Communication consultancy - Graphic design - digital marketing  
Public relations - Event management  
Since July 2017
- Marketing Assistante  
Casino du Port - Red Games - Casino du Cap Vert  
Communication and Marketing Management - Design and implementation of promotional campaigns and images - Emailing and SMS'ing Campaigns  
Community Management Customer event management  
October 2016 - June 2017
- Strategies Manager  
Studio Araignée  
Recruitment of new clients - Controlling graphic creations - Existing customer management - Communication advice - Campaign tracking  
October 2016 - June 2017

- Xewel Toastmasters President  
June 2017 - July 2018
- Supervision of Elections  
and the New Beninese Electoral Code  
December 2014
- Xewel Toastmasters President  
June 2017 - July 2018
- Driving license Category B  
June 2008

- Information Education and communication Specialist  
PMI AIRS / Abt Associates  
Conducting advocacy - raising awareness with other stakeholders - Organize meetings with local elected officials to increase membership - Manage rumors and refusals - coordinate and participate in radio programs - Organize satisfaction surveys before and after PID - Evaluate and document the impact of IEC activities in collaboration with other stakeholders - Development / revision of the communication plan for Residential Spraying - Implementation of IEC Strategies for Residential Spraying  
April 2015 - June 2015
- Client Manager  
Maxafrica  
Recruitment of new clients - Tracking graphic creations - Existing customer management - Communication advice - Campaign tracking  
January to March 2015
- Strategies Manager  
ATL S.A.  
Realization of prospecting strategies - coaching and sales follow-up  
Development of the corporate image  
July to December 2014
- Advertising chief Senior  
Saphir Communication  
Prospection - Media Management - Advertising Strategies  
Graphic design oversight - Reports - Surveys and information analysis  
January 2006 - March 2014