

PROFESSIONAL EXPERIENCE**BUDGET MINISTRY OF CÔTE D'IVOIRE**, Abidjan, Côte d'Ivoire 2014 – 2017**Director of Communications, Public Relations and Strategy**

- Spearheaded the social media strategy (Twitter, YouTube, and Facebook), which generated 150,000 followers in a year (2nd only to the President in terms of followers for a public figure)
- Oversaw the preparation and distribution of marketing/PR contents, managing three different teams and all public events including press releases, press conferences, new program launches, and marketing initiatives
- Facilitated 50+ interviews for the Minister in top media outlets in Europe and Africa such as FT, Reuters, France 24, CCTV, BBC, Jeune Afrique, Le Monde; arranged keynote speeches at global conferences including Financial Times in London on Infrastructure in Africa and Harvard African Business Conference
- Co-created and oversaw the Ministry's first bilingual website, which reached a broader foreign investors audience bolstering transparency initiatives on investments (weekly visits averaging 3000)
- Founded *Les Echos du Budget*, the first bilingual bimonthly online and print magazine. Served as editor in chief, marketing/creative director, and content lead for the magazine

RADIO TELEVISION IVOIRIENNE & FRATERNITE MATIN, Abidjan, Côte d'Ivoire 2014 – 2016*RTI is a state-owned television station, and Fraternité Matin is a state-owned newspaper***Board member, Member of Audit, Risks & Governance Committees**, Abidjan, Côte d'Ivoire

- Advised Executive Chairman of the Board and Managing Directors on corporate strategy, formulating and approving strategic plans to increase revenue and cut costs
- Developed and launched successful media transformation. As a committee member, devised plan which created a separate broadcasting entity which allowed the state controlled TV to maintain revenues during migration from analogue transmitters to Digital Terrestrial Television (DTT)
- Generated \$4 million cost-savings for Fraternité Matin, which averted bankruptcy and enabled new investments

KARIN MODELS, FORD MODELS, WILHELMINA MODELS, NEXT MODELS 1999 – 2014**Model**, Various locations (Paris, New York, and many others)

- Model in 50+ campaigns (cosmetics, advertising, catalogs, TV, magazines, and runway) including Garnier Fructis Europe, Old Navy, MAC, Cover Girl, Express, Bloomingdales, Benetton, Kenzo, Guy Laroche, Issey Miyake, Iman Cosmetics (3 different campaigns), Black up Cosmetics (2 campaigns), Tommy Hilfiger, Coach
- Appeared in 50+ magazines including Vogue US, Italian Vogue, Elle France, Elle US, Teen Vogue, V magazine, and more, appearing on magazine covers for WWD (twice), Luire, and Clam
- Worked effectively in developing relationships with top clients, photographers, agencies, designers while juggling multiple assignments in a very competitive and high pressure environment

EDUCATION**COLUMBIA BUSINESS SCHOOL**, New York, NY 2016 – 2018

- **MBA, Executive Program**, *Concentration*: Marketing, Management
Member: Retail and Luxury Goods Club, Black Business Student Association, Columbia Entrepreneurs Organization, Columbia Women in Business,
Leadership: Teaching Assistant for the Executive MBA Seminar "Global Entrepreneurship"
Study abroad: China (International Seminar), Hong Kong University

ECOLE SUPERIEURE DES SCIENCES COMMERCIALES D'ANGERS, Angers, France 2000 – 2005
B.S and M.S in International Business**ADDITIONAL INFORMATION***Work authorization*: Permanent US resident*Certification*: Management Excellence and Lean Six Sigma Green Belt*Languages*: French (Native), English (Fluent)*Interests*: Fashion, traveling (30+ countries), sports (skydiving, PADI certified scuba diving, Pilates, Yoga)