

7 years of experience



27 years

based in Toronto

Khoumbare Diagana

DIGITAL MARKETING SPECIALIST

I'm Khoumbare, a digital marketing specialist passionate about creating strategies that connect brands with their audiences and turn ideas into measurable results.

I help businesses grow their online visibility, attract and retain customers, through effective strategies across web, social media, and digital content.



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Skills

SOFTWARE SKILLS

- Abode Suit ●●●●●●●●
- Office Pack ●●●●●●●●
- Coding ●●●●●●●●
- Website ●●●●●●●●

SPOKEN LANGUAGE

- French : Native Language
- English : Professional
- Korean : Beginner

Education

MASTER 2 MARKETING, DIGITAL STRATEGY & WEB DEVELOPMENT

2021 - 2022
ESGCI PAIRS, (FRANCE)

MASTER 1 MARKETING & STRATEGY

2020 - 2021
ESGCI PAIRS, (FRANCE)

BACHELOR WEBMARKETING

2017 - 2020
ESCEN PARIS, (FRANCE)

Experience

DIGITAL MARKETING SPECIALIST

Cimsoft, Oakville (Canada) 2023 - NOW

I contributed to enhancing Cimsoft's digital presence through effective communication strategies and impactful marketing actions. I led the website redesign, optimized paid campaigns, and helped organize both digital and physical events to strengthen brand awareness.

MARKETING & COMMUNICATION CONSULTANT

Axelys, Montréal (Canada) MARS - JUL 2023

I developed and executed content strategies to strengthen Axelys' online presence. I managed multichannel communications, created engaging content, and ensured brand consistency across all digital platforms and events.

COMMUNITY MANAGER

WACANO, Paris (France) FEV 2021 - OCT 2022

I strengthened the organization's online presence through engaging content creation, social media management, and website coordination. I also contributed to developing an innovative application connecting startups and investors.

MARKETING & E-COMMERCE OFFICER

CAPEL Paris, Paris (France) 2019

I managed and optimized an online sales platform, creating engaging visual and written content for social media and email campaigns. I also designed an e-commerce site mockup to enhance user experience and showcase products effectively.

Expertise

- Persuasive multichannel copywriting
- Storytelling & impactful copywriting
- SEO optimization & editorial performance
- Newsletter & email campaign creation
- Strategic editorial positioning
- Cross-functional collaboration