

Sira Camara

sirascam3@gmail.com | (917)-421-2634 | New York, NY

LinkedIn: [My LinkedIn](#) Website/Portfolio: [My Work Portfolio](#)

Profile Statement

Marketing Manager with over 5 years of experience in driving revenue and brand growth through innovative strategies. Expert in influencer marketing, social media management, and strategic partnerships. Skilled at using data-driven insights to boost brand awareness and engagement. Successfully led campaigns and strategic collaborations that significantly enhanced business performance.

Key Highlights

- Influencer Marketing
- Strategy + Analytics
- PR & Marketing Audience Engagement
- Blogging & Article Development
- Project Management
- Google Analytics
- Social Media Management
- Client Relationship Management
- Multitasking & Prioritization
- Campaign Management
- Digital Marketing Data Analysis
- Content Management

Project Accomplishments

Researched in-depth wealth and gender racial gaps in America and presented findings to Capitol One Bank board members, demonstrating expertise in socio-economic trends. Rewarded with an award for research findings

Redesigned the Riff App, a global platform for creatives, resulting in the successful implementation of innovative changes that improved user experience and functionality.

Professional Work Experience

CI FOR

Marketing Project Manager
November 2023 – August 2024

Abidjan, Cote D'Ivoire

- Coordinated marketing efforts for **governmental projects** in West Africa, totaling over **\$500 million**, including the **Ministry of Defense building in Cotonou, Benin**, and the construction of the **4th bridge in Abidjan, Cote D'Ivoire**
- Collaborated with **5+ cross-functional teams**, managing and executing marketing strategies that resulted in a **30% increase** in project awareness and community engagement.
- Successfully managed communication with **20+ stakeholders**, ensuring timely completion of marketing deliverables, which contributed to the projects staying 10% ahead of schedule.
- Developed promotional materials and presentations that were instrumental in securing \$50 million in additional government funding for infrastructure projects.
- Monitored market trends, providing strategic insights that led to a 15% reduction in marketing costs while maintaining high visibility for the projects. Implemented a CRM Integration throughout company

MTBF Academy

Executive Assistant + Marketing Manager

April 2021 - October 2023

- Executed comprehensive influencer marketing strategy, from initial outreach and contract negotiation to content creation and performance analysis; drove a 50% increase in brand visibility and 30% uptick in sales
- Collaborated on the "Bored, But Paid" campaign across multiple platforms, achieving trending status on X and generating 2 million impressions with marketing and visuals
- Orchestrated high-profile media coverage at MTBF Academy, resulting in the CEO being featured in Yahoo Finance and Business Insider, and driving a 45% increase in bootcamp subscriptions
- Collaborated on Microsoft's apprenticeship program in marketing and visuals, resulting in a 25% increase in student enrollment and a boost in industry partnerships.

Quality Control Music Corp.

Marketing Strategist

September 2021 – May 2022

- Crafted visually appealing presentations and dashboards, enhancing client communication and project tracking, resulting in a 20% increase in client satisfaction.
- Implemented a company-wide CRM system, improving project management efficiency by 45%.
- Managed social media content, driving a 35% increase in follower count and a 40% rise in content engagement.
- Directed the planning, design, testing, and implementation of client projects with the senior business analyst; achieved on-time delivery and a 20% improvement in client satisfaction ratings
- Devised and executed social media strategies that boosted engagement by 93% for an audience of over 1 million followers.

United Nations

Executive Assistant

June 2020 – August 2021

- Coordinated administrative tasks including correspondence, travel arrangements, and scheduling, improving office efficiency by 25%.
- Supported UN representatives in meetings, contributing to the coordination of 15 international events.
- Trained administrative staff, leading to a 20% improvement in team productivity.

Lumiere Agency

Partnerships Coordinator

September 2019 - April 2021

- Designed and implemented processes and automation tools to support partner relationships, boosting efficiency by 40%
- Collaborated across functions to achieve team objectives, resulting in a 15% increase in client satisfaction and a 10% rise in customer retention.
- Developed co-marketing initiatives with Sales and Account Management Teams, contributing to a 10% increase in lead generation and a 12% growth in partnership revenue.
- Conducted a comprehensive social media review, identifying opportunities that led to a 20% improvement in engagement and a 15% increase in click-through rates.

EDUCATION

Emory University, Philosophy

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