

BINETA TOURE

PR, MEDIA & digital Communications' Executive

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About me

Communications Executive with 16 years of experience implementing strategies in NGO's, State Administration and the Private Sector. Executive MBA, Certified Prince2 Practitioner, and confirmed Project Manager, ISO 9001-2015 Process Implementer. A leader in digital communications - SEO Knowledge. Multicultural and emotional intelligence to manage people with respect.



PROFESSIONAL EXPERIENCE

Head of Communication IT Directorate, Dakar – 2014 to present.

- Editorial work : Communications Strategy of the Customs Administration; GAINDE presentation; other applications' outlets; New IT vision of the Customs; First Customs IT Forum report; Paperless DAY report.
- ISO 9001-2015 standards advocacy and facilitation partner ; participated in the process of the ISO 9001-2015 Certification by Veritas;
- Clients/partners : Project managers; Technical Directors; Director general; Ministry of Finance & Budget; Ministry of Telecommunication; Private sector; banks; Customs' staff; Ministry of Foreign affairs; Forwarder's Unions; students & pupils; Customs in West Africa; ADIE; traditional & online Media;
- Events organised : IT Forum (international); Customs process automation days (4 Editions); World Customs Organisation (WCO) IT Forum and Exhibition in Dakar, facilitated a workshop on IT solutions for Inspection in English; Bilateral meetings; Technical IT Workshops sponsored by the World Bank and GIZ; 6 Editions of the International Customs Day; crisis meetings with the Unions; on-going training workshops for GAINDE users; African Internet Summit 2018's Edition (AFRINIC/AFNOG); PNR meeting with SITA; Exhibition booth animation for professionals; students; administration representatives;
- Digital achievements : first Customs Intranet with a weekly newsletter; first 2.0 customs website (+5k users/month); first e-archiving project; Implementation of online registration forms and surveys for official meetings; E-mailing groups targeting partners and stakeholders; Publication of official announcements on the websites; screen animations; Many campaigns across the country targeting customs and population and professional.
- Media & PR : Press releases; official speeches; interview preparation; editorial work; media coverage;

Communications consultant, Dakar, SENEGAL – 2008 to 2014

Clients : UNDP; Grands Moulins de Dakar; private companies; ACAPES; Oxfam GB; Plan International.

Regional Web Content Editor for Plan International WARO Office, Dakar, SENEGAL – 2006 to 2008

Achievements :

- Facilitated training for Microsoft Sharepoint with colleagues in the region;
- 1st advocacy campaign online with a participative process targeting communities and children;
- Advocacy lead for the Day of the African Child;
- First publications of French & English articles on the West African Web page;

Regional Communications manager - Aquadev NGO, Dakar, SENEGAL – 2005 to 2006

Achievements : 1st Microfinance e-portal ; official launch of the microfinance programme.

EDUCATION

Diploma/trainings

- Diploma In Business Communication;
- Certificate : “Introduction to supervision” 2019;
- Certificate: “Supervision - Managing groups & employee interaction” 2019;
- Certificate: “Supervision - managing employee performance” 2019;
- Certificate: “Change management - guiding principles & practices” 2019;
- Diploma in Hospitality Management (ALISON), 2019;
- International Tourism and English language, 2019;
- ISO 9001-2015 trainings, process management and implementation;
- Certificate in International Protocole.

Certifications

- **PRINCE2® Practionner** - APMG - APMG International 04023665-01-X1LG;
- TOEIC 945 point on 990 - ETS Global B.V.

MASTER at Paul Verlaine University, FRANCE

- **Master in Web Content & Project** Management, 2005;
- **Bachelor in Information & Communications sciences**, 2003;
- University Diploma in Cultural Mediation & Communication Sciences, 2002.

Baccalaureate Cours Sainte Marie de Hann, SENEGAL

- SAT Equivalent in Littérature and social sciences, 2000;
- College Degree.

Executive MBA at ISM (Institut Supérieur de Management) : Executive Master in Business Administration December 2021 - EMBA diploma.

Acquired Knowledge :

Leadership for performance	Building effective teams
HR Strategy	Organisational change and behaviour
Negotiation Techniques	Accounting for Finance
Corporate Finance	International Finance
Corporate Strategy	Competitive Analysis
Value Base Marketing	International Marketing
Business Model Design	Project Management
Management of Innovation	Business Intelligence
Business Process Management	Management of Information system
Corporate Social Responsibility	Ethics and Corporate Governance
Management of Innovation	Business Intelligence

Professional thesis topic : Senegalese Customs role in the National diversification strategy, targeting the Middle East and South Asian markets.

REFEREES

AQUADEV'S EXPERIENCE

- **Gregory THYS** , Former manager - Former Aquadev Business Development Officer : gregory.thys@azimut-if.com;
- **Antoine DELVAUX**, Former web development manager at AQUADEV, and colleague - antoine@delvaux.net;

PLAN INTERNATIONAL'S EXPERIENCE

- **Adama COULIBALY**, UNICEF - Former manager in Plan, adama.Coulibaly2016@outlook.com;
- **Don McPhee**, Head of Plan Academy - Former Manager in Plan, don.mcphee@plan-international.org;

CUSTOMS ADMINISTRATION

- **ABDOULAYE FALL**, Assistant Customs operations senior officer- Mentor and Colleague - abdoufall@douanes.sn ;
- **Natasa Grcevska** , Support Liason Agent at WCO, Brussels Area, Belgium - tashkanat@hotmail.com

"Remember... opportunities are challenges!" Bineta TOURE



MY SKILLS IN A NUTSHELL :

SOFT SKILLS

Languages:

French

English

German

Arabic

Other:

Driving licence

Available for travel.

Management

Leadership;

Team building;

Capacity building;

Interpersonal skills;

Conflict resolution;

Sense of confidentiality;

Organisational skills;

Analytical skills;

Negotiation;

Customer relationship;

Training;

Supervision skills;

Time Management certificate;

Analytical skills.

HARD SKILLS

Communications, PR & Media;
Marketing strategy;

Web project management;
Monitoring - Assessment;
CMS : Drupal, Joomla, Wordpress;
Web design;
Web Editing;
SEO;
Social networks management;

Photography;
Photoshop;
Illustrator;
Montage;
Graphic design;
Presentations;
MS Office;
Research;
Editing;
Media writing.