



**Bineta TOURE**  
***Executive MBA***  
***Marketing and Communication Expert***  
***Programme Manager***

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Social Worker - Internet Society Member - Proud Humanist and Happy Mother

When Bineta met with H  l  ne in 2012 within UNDP functions we talked about development projects. We maintained cordial professional relations and used to exchange on WM and the UN.

After COVID 19 outbreak they reconnected and started to draft new programmes.

After graduating from High School Bineta studied Information sciences and Communication and went up to a Master's degree in Web project and Content Management. And successfully graduated in 2005. She went back to my home country, hoping to evolve in the NGO sector. Her first position was Communications Officer for the NGO Aquadev West Africa which supported Microfinance projects. She then worked as a Regional Web Content Editor For Plan International West Africa Regional Office, Then went on freelance and

worked for Oxfam, the UNDP. Now She is a Communications Officer in the State Administration.

Used to travel a lot before the COVID outbreak even though it was less than when she was a student, she love culture, TV documentaries and anything that teaches about nations and people. She studied sociology and media influence at the university.

Being a mother has strengthened her will to take care of others, and to empower herself with strong knowledge to support her family and social activities. She graduated from an Executive MBA in 2022 and her expertise is high-level as Bineta has 17 years of professional experience in implementing Communications and digital project strategies in NGO's, State Administration and the Private Sector, international events organization, Web Projects, advocacy campaigns and on the field communication work with Youth. As a practicing Muslim she has Multicultural intelligence, and is Team working Savvy.

Bineta has developed strong expertise in the following : Strategy - Digital communication – Project Supervision - Content editing - Management - Event organization - Translation - Corporate Presentation - ICT trainer - Marketing. Her working languages are : French English (fluent); Arabic (Intermediate) and German (basic).

Bineta's Key responsibilities in Worldview Mission (WM):

- Communication chart
- HR counselling
- Marketing Research
- Website Editing
- Templates editing
- Liaison with officials in Senegal country
- Translation English
- Capacity building in organisational management
- Seeking Funds/ Assistant fundraiser
- Draft Letters
- Promote Worldview Mission (WM) mission on the Internet
- Give Administrative Advice
- Education

**Key project activities of Worldview Mission (WM):** Family – Education — Empowering Women Entrepreneur projects – Women Booster Programme.

Environmental Programme for the rural community - With women and family \_  
Youth Programme

