

Aminatou BAH

Passionate about data-driven marketing, I hold a Master's in UX and Digital Marketing and am currently interning at Business France in Chicago. I love turning insights into impactful strategies and exploring where marketing, analytics, and digital communication meet. Looking for a V.I.E/V.I.A opportunity in the U.S. from January 2026 to tackle complex marketing challenges and create measurable impact through data-driven strategies in an international setting.

✉ aminatou_bh@yahoo.com
☎ +33 7 66 02 72 11 *WA
🌐 www.linkedin.com/in/aminatoubah
🏠 France

EDUCATION

● Master in UX Digital Marketing – Université Catholique , France

From 2023 to 2025

● Bachelor in Commerce and Distribution – IAE , France

From 2022 to 2023

● Bachelor in Business Management – ISG , France

From 2020 to 2023

WORK EXPERIENCE

● Marketing & Communications Coordinator (Intern) – Business France North America, Chicago, IL, USA

Since September 2025

- Supported communication for collective operations, including **startup acceleration programs** and French Pavilions at international trade shows such as **CES, NRF, Prix Galien, and PLMA**
- Managed and expanded social media communities for Business France North America by creating and publishing engaging content
- Contributed to institutional communication for **Business France North America**
- Collaborated with the Communication & Marketing team under the supervision of senior management

● Digital Project Manager – Altair Group , France

Since September 2024

- Created briefs for various content (product labels, videos, A+ content, catalogs, etc.)
- Designed website mock-ups using **Figma**
- Benchmarked brands and made recommendations for initiatives like the new loyalty program and the green brand launch
- Developed three e-commerce sales sites for different group brands on **Amazon Shop**
- Integrated A+ content into product sheets via the **Amazon Vendor Tool**
- Wrote four newsletters per month
- Created banners for sales operations on the Briochin site using **Canva**
- Developed the 2025 sales operation calendar
- Managed task schedules using **Monday**
- Contributed to the content redesign of the Starwax & Co website
- Edited and updated blog content on the website using **Shopify**
- Worked on Briochin's workflow by identifying automation triggers

● Community Manager – Good Mood Coffee, France

From November 2023 to May 2024

- Gained **800 subscribers** in three months through regular posts and stories on social media
- Achieved **16,000 views** on a video with **5,000 subscribers**, plus **200 likes** and **400 profile visits** via partner collaborations
- Managed **hundreds** of brunch reservations weekly, coordinating with colleagues
- Created and edited **Two posts** and **Two reels** per month to showcase the restaurant's offerings
- Collected and analyzed customer feedback, providing monthly reports and adjusting strategies as Community Manager
- Responded to **100 Google reviews** monthly, engaging with customers
- Managed the restaurant's **Google My Business** page to maintain accurate information and boost online presence

● Sales Advisor – MOA Lillennium, France

From October 2021 to August 2023

- Welcomed approximately **60,000 customers** over 2 years
- Advised and suggested products tailored to customer needs using effective sales techniques
- Performed merchandising weekly to ensure product displays were attractive and well-organized
- Monitored KPIs (e.g., average basket, conversion rate) three times a day
- Managed inventory twice a year

WORK EXPERIENCE

Assistant Manager — Factory and Co Lillénium , France

From June 2022 to July 2022

- Read and replied to emails and letters promptly
- Managed inventory on a monthly basis
- Handled schedule management via Combo
- Oversaw administrative and accounting tasks
- Established collaborations with suppliers to enhance partnerships
- Challenged the team with targets to drive performance
- Implemented actions to boost footfall in the restaurant
- Performed tasks as an adaptable member of a multi-skilled team

Community Manager — Ready Study Go International, France

From June 2021 to July 2021

- Promoted the services offered by the agency
- Conducted competitive intelligence
- Developed content and managed the creation and animation of the community, mainly on TikTok and Instagram
- Published four pieces of content per week (videos, photo carousels, and articles)

Activity Leader — Le Tilleul, France

From October 2019 to August 2021

- Implemented activities (artistic, manual, educational) adapted to the available space and the children's rhythm
- Managed a group of up to 24 children
- Tailored activities to fit the children's needs and environment

LANGUAGES

English Proficient

French Native

Spanish Basic

TECHNICAL SKILLS & TOOLS

Competences

- Microsoft Office Suite
- MySQL
- Google Analytics Certification
- HTML, CSS / JavaScript
- Proficiency in Meta Business Suite
- Video editing software: CapCut, Filmora
- Proficient in Canva
- Figma
- Amazon Ads
- Cision
- Wordpress
- Shopify
- Brevo / MailChimp

EXTRA-CURRICULAR ACTIVITIES

Member of ISG Culture Committee

- Organized museum visits, theater outings and cultural events for students.

Interests

- Organizing events
- Video editing
- Spending quality time with family
- Dancing