

# Kafui Akoua Ekouhoho

Graduate student in marketing and management  
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## Objective

*Get an IDEO franchise for the Africa region in four/five years*

Year of birth: 1990  
Country of origin: Togo  
Country of residence: China  
Skype ID: ekokaf  
LinkedIn Profile: <https://cn.linkedin.com/in/kafuiekouhoho>



WHAT I HAVE

WHAT I CAN DO FOR IDEO

## What I have

### Education background

- Sep 2012 – Jul 2015:** Master degree program in management and marketing at Southwest Jiaotong University (Chengdu, China), grade A
- Sep 2011- Jul 2012:** Gap year; chinese language training at Southwest Jiaotong University (Chengdu, China)
- Sep 2007 - Dec 2010:** Bachelor degree program in organizations communication at University of Lome (Lome, Togo); grade A
- Jul 2007:** Senior high school diploma in literature at College protestant (Lome, Togo); grade B

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## Skills

### Languages

- ✧ **French** : Official language in Togo
- ✧ **English** : Good working proficiency, planning to take the IELTS exam on August 1st,
- ✧ **Mandarin** : HSK 5 /Good in listening and speaking /Average in reading and writing

### IT

- ✧ **Microsoft office**: Word, Powerpoint, Excel
- ✧ **Adobe creative suite** : Photoshop (intermediate level) , Indesign (intermediate level) , Illustator (beginner level), Flash (beginner level)
- ✧ **Data analysis softwares** : SPSS (intermediate level), Lisrel (beginner level)
- ✧ **Content management software** : Wordpress and OJS (beginner level)

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## Working experiences

**Nov 2014 – Jan 2015:**      **Company name** : Global discovery (Travel agency).  
**(internship)**                      **Main tasks** : General manager assistant.

**Country/City** : China/Chengdu.

**Reference:** *Mr. Guo Bing; Human resources manager at Global discovery: (0086)15928097185, 303784601@qq.com*

**Apr 2011 – Aug 2011 :**      **Company name:** Post and telecommunication  
**(internship)**                      regulatory authority of Togo.

**Main tasks:** implement an electronic document management system with PMB.

**Country/City** : Togo/Lome.

**Reference:** *Mr. Fabrice Baguolibe; Project manager at the Autorité des Postes et des Telecommunications , fabrig10@gmail.com*

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## Working experiences (continued)

**Mar 2010 – Sep 2010 :**    **Company name:** Francophone universities  
**(internship)**                    agency-Lome.

**Main tasks:** communication strategy audit; training on openwares such as moodle, PMB, OpenERP – the actual Odoo.

**Country/City:** Togo/Lome.

**Reference:** *M. Horatio Quadjovie; General manager: horatio.quadjovie@auf.org*

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## Others

### Awards:

- ✧ Chinese Council Scholarship (2011 – 2015).
- ✧ Best debater, Southwest Jiaotong university international students debate team 2012

### Certification

- ✧ Social psychology (course era 2013);
- ✧ Chinese level proficiency – HSK5 (July 2012).

### Extra curriculum activities

- ✧ Organized a christmas carols for a charity event called “Love story” in Chengdu in 2013 and 2014;
  - ✧ Initiated a charity event “Tarts for Tots” which purpose was to collect cookies for orphans in April 2015 for Easter;
  - ✧ Volunteer for the bookworm literary festival at Bookworm Chengdu in march 2015; hosted Yasmina Kadhra an ex military officer who writes books using his wife name;
  - ✧ English pal at an English training center in Chengdu
  - ✧ Blogging (published two posts on my linkedIn profile).
  - ✧ Waitressing Job at Arthouse for 2 months; Chengdu
  - ✧ Attended a workshop on human creative design in early 2014 in Chengdu
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## What I can do for IDEO:

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### ✧ **Entry level (internship) : 3 to 6 months by August 2015**

- Help to translate IDEO communication supports into French (The field guide for human centered design for example);
- Help with communication supports design and nurture IDEO social platforms such as facebook, Google+, LinkedIn;
- Help to elaborate and implement IDEO business development strategies / Be a business designer associate.

### ✧ **Intermediate level (full time employee) : 3 to 4 years**

- Work first as an associate, then as a team leader
- Get acquainted with IDEO working process and get ready for the next step;

### ✧ **IDEO Africa / IDEO West Africa franchise level by 2020**

I will be then in my thirties; I will have the required background, knowledge and resources to be an executive at IDEO Africa and thus fulfill my dream to be that entrepreneur who fully participate in fostering the region economic growth and tackling Africa social challenges. Africa is currently undergoing major changes and possesses untapped markets for diverse industries. By 2020, Africa will be the place to be.

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*"A dream without a plan is just a dream.*

*A dream with a plan is a project.*

*IDEO AFRICA can be our project"*

*Kafui Akoua Ekouhoko*