

Bryan Michel NOGBOU

+33637783285 | b.nogbou@gmail.com

Professional Experience

Strategy Consultant, Freelance Project – La Fabrique à Soufflés, Gouvieux, France
Jan 2024 – Aout 2025

- Conducted market research and competitive benchmarking to inform positioning and pricing strategy.
- Partnered with founders to define strategies for quality consistency, operational efficiency, and customer experience.
- Managed recruitment with stakeholders, ensuring qualified staff were hired and trained to deliver premium service standards.
- Supported early marketing and branding initiatives to establish visibility in the local market.
- Delivered structured reporting and KPIs to guide decision-making and long-term growth.

Project & Business Development Manager, Entrepreneurship, Commercial Center, Abidjan, Ivory Coast
mai 2023 – Jan 2025

- Oversaw the full development of a mid-size Commercial Center, going from planning to completion including Leasing Management.
- Managed relationships with suppliers, contractors, municipal offices and ministerial agencies to ensure full regulatory compliance and project progression.
- Managed and overseen after an operational team of workers (up to 30), tracking progress, budget, and risk throughout the project.
- Gained valuable experience in execution, stakeholder alignment, project ownership and delivering under pressure.

Business Development Representative, Key Accounts – SurveyMonkey, Dublin, Ireland
Jan 2022 – Jan 2023

- Achieved 75–95% of quarterly sales targets (\$250K+).
- Acted as the first point of contact, building trusted client relationships that drove adoption and contributed to market growth.

- Drove outbound prospecting through Salesforce and Outreach to create leads and book meetings for tailored product demos or closing.
- Leveraged all available data sources to identify buying signals and personalise outreach, increasing engagement with target accounts.

Trust and Safety Analyst (X Project) – Covalen, Dublin, Ireland

Oct 2021 – Jan 2022

- Monitored and analyzed Twitter content to detect harmful behaviour and enforce community standards.
- Supported internal investigations on harassment, misinformation, and spam.
- Balanced freedom of expression with platform safety in a high-volume environment.

Trust and Safety Analyst (YouTube Project) – Accenture (on behalf of YT), Dublin, Ireland

Sep 2020 – Oct 2021

- Reviewed YouTube content to ensure compliance with platform guidelines.
- Contributed to a 100% reduction in flagged inappropriate content.
- Provided data-driven insights to improve moderation and recommendation systems.

Customer Service Representative (Steam Project) – Covalen, Dublin, Ireland

Jan 2019 – Sep 2020

- Resolved technical, transactional, and account-related issues for Steam users.
- Handled account hijacking and fraud cases with high efficiency.
- Maintained user satisfaction through feedback, empathy, and quick resolution.

Business Development Representative – IDG, Dublin, Ireland

May 2018 – Jan 2019

- Used to make up to 150+ outbound calls daily, generating quality leads daily meeting the KPIs.
- Leveraged targeted research and personalised pitches to boost conversion rates and build lasting customer relationships for client businesses.
- Using internal tools and other SaaS to identify hot prospects.

Marketing Manager – Restaurant du Lac du Baggersee, Strasbourg, France

Feb 2017 – Mar 2018

- Organised events (weddings, city councils, themed nights).
- Led sales and marketing efforts to increase community engagement.
- Fixing the prices, accounting and ensuring a wealthy ROI.

Customer Care Representative – Clinique de l'Orangerie, Strasbourg, France

Feb 2015 – Jan 2017

- Scheduled surgeries and medical appointments.
- Provided empathetic support to patients and families.

Education

MBA – Second Class Honours (GPA: 3.3) – Dublin Business School, Dublin, Ireland

2019 – 2020

- Focused on management, marketing, and networking.

Bachelor's Degree in Psychology (GPA: 3.0) – University of Strasbourg, Strasbourg, France

2014 – 2018

- Developed analytical and interpersonal skills through the study of human behaviours.

Skills

Business Development, Outbound Prospecting, Lead Generation, Pipeline Development & Management, Sales Strategy, Customer Relationship Management (CRM), Account Management, Negotiation, Customer Success, EMEA Market Development, Marketing Strategy, Branding & Promotion, Client Journey Optimization, Event Planning & Coordination, ROI Management, Storytelling & Communication, Project Lifecycle Management, Strategic Planning, Budget Management, Contract Negotiation, Risk Management, Stakeholder Management, Resource Allocation, Leasing & Revenue Development, Process Improvement, Operational Efficiency

Achievements

Taught English as a Lecturer at the University of Strasbourg

Languages

French (Native), English (C2)