

COMMUNICATIONS SPECIALIST: focused on Media and Digital

PERSONAL DATA:

LAST NAME: BAYIHA BAYIHA

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Gender: Male

Present Nationality: Cameroon

Languages and Fluency Level: English (Fluent); French (native); Spanish (intermediate)

EDUCATION:

Master's Degree in Communication and International Cooperation, *Advanced School of Mass Communication, Yaoundé, Cameroon, 01/2016 to 06/2020*

BA in Communication/Advertising, *Advanced School of Mass Communication, Yaoundé, Cameroon, 09/2011 to 10/2014*

BA in Spanish, *The University of Yaoundé 1, Yaoundé, Cameroon, 09/2008 to 08/2011*

WORK HISTORY:

Digital Communications Web Editor International Consultant, International, Organization for Migration (UN – Migration), Manilla, Philippines, **11/2021 to 03/2022**, Supervisor: Ignacio Martin Galan

- Supported the migration of 125 IOM's websites (Missions, Regional Offices, and Project websites) to a new platform in conformity with IOM corporate guidelines, working with IOM's offices around the world, under the supervision of the head of IOM's Online Communications Unit.
- Provided overall editorial direction and training to 12 websites' focal points; editing, organizing, and structuring content while maintaining a consistent voice and style.
- Ensured IOM's editorial standards are applied to all websites migrated to the new Drupal platform; ensuring accuracy and clarity of all content appearing on the websites.
- Created +30 visuals using Adobe Photoshop and Illustrator softwares

Manager Advertising and Media, Cameroon Education Reform Support Project – CERSP, Yaoundé, Cameroon, **05/2021 to 10/2021**, Supervisor: Tang Claire

- Monitored online reactions for beneficiaries, and reported on results.
- Google test. Quantitative and qualitative analysis of the deployment and impact of CERSP's communication on the internet.

- I led communication actions to promote the Brand:
 - Proposals for visuals for publication on social media Facebook /Twitter
 - Design and sending of newsletters / Harmonization of backend content before publication
- Rebuilt the corporate website improving the layout using the WordPress Content Management System and integrated the responsive design workflow.
- Made security improvements on the website and conducted trainings with the staff to raise awareness on cybersecurity.
- Launched a Facebook Ad campaign to increase the amount of fans on the official page: from 300 likes to 2,4k likes in 2 months.

Multimedia communications officer, Organisation Internationale de la Francophonie, Montreal, Canada, **02/2020 to 02/2021**, Supervisor: Dr. Yves Nassouri

- Supported information management activities and internal communications, through the development of products such as newsletters and clipping.
- Supported the production of general content for external communications, including texts/ articles on program actions and activities, pieces for social media, audio-visual material, among others.
- Researched, wrote, proofread, and edited all media content. I identified press opportunities through evolving issues and I developed content for dissemination via press releases, social media, websites, and other distribution channels.
- Scanned the media marketplace daily to keep up-to-date on the latest media trends. I monitored online and offline campaigns, and reported on results.

Manager Press and Public Relations, Goethe-Institute, Yaoundé, Cameroon, **09/2019 to 02/2020**, Supervisor: Raphaël Mouchangou

- Concept and set up of a general communication strategy for the project "The Burden of Memory, considering German colonial history in Africa".
- Implementation of the event media plan. Managed press relations: national and international journalists (7 countries in Africa + Germany).
- Proposed and executed the digital strategy of the Goethe Institute (content, distribution & monitoring).
- Launched 2 advertising campaigns on Facebook to increase the traffic on the project's website: +25% on the metrics from the KPI.
- Organized a major Event: a cultural week with about 70 artists across Africa to express themselves on German colonial history in Africa.

Brand manager – Ecommerce and Digital Marketing, Duracell, Douala, Cameroon, **10/2017 to 09/2019**, Supervisor: Calvin Mila

- Researched, drafted, and amended watch reports. Wrote press releases. Analysed and managed all aspects of the brand through the supply chain both tangible and intangible.
- Developed high-quality and effective marketing materials that align with the overall brand strategy. Communicated with clients, designers, and planners to produce and design quality concepts.

- Managed external creative agencies and ensured marketing budgets are met. In collaboration with our creative agency for DURACELL Automotive specific brand, I loaded two digital advertising campaigns. +74% Key Performance Indicators.

Advertising Coordinator, Proptimum Ltd (creative communication agency), Yaoundé, Cameroon, **11/2014 to 10/2017**, Supervisor: Ahmet Hayatou

- Initiation, coordination and dissemination of communication campaigns:
 - Atlantic Bank, the synergy of a network (institutional campaign);
 - Mining Sector Social Accountability Project (PRECASEM) - World Bank Project (Communication for Development – C4D);
 - You will never walk alone, CNPS: institutional communication (digital campaign: Facebook, Twitter, Instagram, LinkedIn).
- Coordination of strategic and operational support for major events:
 - International Pharmaceutical Forum (FPI) edition of Yaoundé;
 - Inauguration ceremony of the CAF Centre of Excellence by J. SEPP BLATER (former FIFA President);
 - National Urban Forum (FUN) organized by the Ministry of Housing and Urban Development.
- Led a team of 9 creative professionals to produce 25 TV spots, 35 radio spots and 4 TV short programs as part of the Global Fund Project “Achieving and maintaining universal coverage against malaria”.

Web Content Manager, GIZ – German Corporation for Cooperation, Yaoundé, Cameroon, **06/2013 to 11/2013**, Supervisor: Ezechiel Song Nkaa

- Management of official Twitter & LinkedIn pages
- Writing articles for the website
- Administration of the intranet forum via the Drupal CMS
- Print quality control
- Corporate design follow-up
- Distribution of the newsletter to the office

TRAINING AND PROFESSIONAL DEVELOPMENT:

Ethics and conduct at IOM: the values we share, OIM – ONU Migration, Geneva, Switzerland, 11/2021

Interculturality and preparation for work abroad, La Francophonie, Paris, France, 07/2019

E-reputation and personal branding, OneBridge Consulting, Houston, USA, 06/2015

Computer Graphics and Office Automation, Conseil international des radio et télédiffusion françaises – CIRTEF, Yaoundé, Cameroon, 07/2014