



YAHÉ TRAORÉ

Strategist – Marketing, Brand Development & Partnerships | APAC & EMEA

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Professional Summary

I'm a strategist with 6+ years of experience in marketing operations, campaign planning, and partnership execution across APAC, EMEA, and MENA. I support teams with market insight, storytelling frameworks, and cross-functional coordination, turning insight into clear, impactful plans across digital, retail, and experiential channels.

Skills

- Multi-Channel Campaign Strategy & Execution
- Market Analysis & Competitive Intelligence
- Brand Positioning & Guest-Centric Messaging
- Media Planning & Budget Optimization
- Stakeholder & Agency Partnership Coordination
- Performance Tracking & ROI Analysis
- Cross-Regional Marketing (APAC, EMEA, MENA)
- Storytelling Through Insight

Tools: Microsoft Office Suite , Google Workspace, Google Analytics, SQL (basic), Notion, Trello

Languages: French (native), English (fluent), Spanish (professional)

Professional Experience

Orchid Creation – Business Analyst, Strategy & Partnerships

Paris & Singapore | 2020– Present

At the intersection of strategy, storytelling, and execution, I led go-to-market and brand initiatives across APAC and EMEA. I worked with tech leaders, government entities, and creative teams to translate complex challenges into performance-driven narratives. My role combined strategic ownership with execution planning, cross-functional coordination, and campaign oversight.

Key Achievements:

- Developed and executed go-to-market campaigns for global brands including Google, Meta, and Zotac, aligning creative direction with performance KPIs across multiple markets
- Led campaign strategy for fintech and tourism clients, focusing on brand storytelling, digital activation, and guest-centric messaging
- Directed destination branding and rollout for Rwanda's national identity, in collaboration with RwandAir, Kigali Financial Center, and hospitality groups such as Radisson Blu
- Oversaw planning and delivery for 30+ campaigns, managing internal teams, client stakeholders, and production partners across time zones
- Produced insight reports, channel strategies, and KPI dashboards to guide targeting, content sequencing, and campaign optimization
- Contributed to over \$10M in qualified pipeline through pitch strategy, brand campaigns, and partnership development
- Contributed to Meta's Goldmine initiative by designing regional ad strategies for fintech app growth across LATAM, APAC, and EMEA, using localized storytelling and iterative testing to optimize acquisition performance.

Freelance - Consultant, Strategy & Execution

Singapore & Kigali | 2023–2025

Led strategy and execution for go-to-market planning, brand positioning, and digital campaigns across fintech, consumer, and tourism ventures. Delivered hands-on support to founders, agencies, and NGOs navigating growth and transformation.

Key Achievements

- Shaped brand and launch strategies tailored to regional audiences and market conditions
- Built GTM playbooks, pitch decks, and investor narratives aligned with business goals
- Advised a pan-African sports foundation on strategic partnerships and brand storytelling, driving community engagement and visibility across multiple countries
- Delivered insight reports and stakeholder research to inform strategic decisions
- Supported campaign planning and delivery across digital platforms and channels
- Collaborated cross-functionally to align messaging, creative, and growth objectives

JO Paris 2024 – Strategy & Communication Consultant

Paris | 2021

Supported the Olympic Truce initiative through strategic proposals aligned with IOC values and global geopolitical dynamics.

Key Contributions:

- Conducted data analysis and desk research to inform communication strategy and institutional positioning.
- Produced recommendations for internal and external stakeholders, including communications teams and public partners.
- Supported the development of narratives that connected Olympic values to international diplomacy objectives.

Education

IRIS SUP' Paris | Master's in Geoeconomics & Risk Management | 2020-2021

IRIS SUP' Paris | Master's in International Relations | 2019-2020

Sorbonne University | Bachelor in History | 2015–2019

Certifications

SQL Associate Certification | DataCamp | 2025

Power BI (PL-300) | DataCamp | 2025

Training on Weapons of Mass destruction | Ambassadeur de la Jeunesse | Jan 2020

Challenges of the Middle East | iReMMO | July 2019

International Law and International Relations | Ambassadeur de la Jeunesse | June 2019