



Cliff POMPEE

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Address: 101, Ave Martin

Lutherking

Port-au-Prince, Haiti

Economics | Marketing | Project Management

More than 10 years of experience in Customer Relationship Management and Marketing.

Studied Economics with cross-functional skills in Marketing Management, Social media marketing, Project Management, Business process (Lean six sigma).

Areas of expertise

- Marketing strategies & campaigns
- Social Media marketing
- Web development
- Customer Relationship Management (CRM)
- Outbound / Inbound marketing
- Collateral marketing / Sales support
- Event – Project Management
- Copywriting videos, photos and print production

Objectives

I am highly motivated by the desire to take on new challenge. I want to succeed in a stimulating and challenging environment, building the success of the company while I experience advancement opportunities.

Work experience

Social Media Marketing | Consultant

April 2017 — Present

USAID | Group Croissance

- Create and publish relevant, original, high-quality content
- Post on a regular publishing schedule
- Promote content through social advertising
- Increase web traffic
- Set clear objectives and advise on promotion strategy
- Measure & analyze KPI to establish ROI

Marketing Content Director

February 2013 — Present

Third-party companies / agencies consultation

- Create copywriting videos, photos and print production.

- Design website and create web content
- Provide consultation to team of Designers & Media Technicians
- Provide quality control over concepts and projects

Customer Relationship Manager (CRM)

October 2006 — February 2013

Digicel Haiti

- Drive call center daily operations management for the French West Indies with more than 200 agents
- Work on daily planning to achieve customer service targets
- Provide daily and monthly KPI to Board staff
- Monitor supervisors individual performance and their team
- Liaise with Marketing Dept. to conduct Outbound & Inbound marketing strategy
- Responsible for all new project implementation

Call Center Supervisor

June 2006 — October 2006

Digicel Jamaica Ltd

- Conduct a BPO call center pilot project in Jamaica with a team of 10 agents
- Define tasks, schedule and assign resources
- Monitor "On-The-Floor" Activities
- Manage project status and progress
- Keep the project on track

Corporate Sales agent

May 2006 — June 2006

Digicel Haiti

- Assist sales representative with corporate plan activation
- Handle complaints, provide appropriate solutions and alternatives within the time limits
- follow up to ensure resolution

Education

Social Media Marketing

June 2016

Advanced Learning Academy

Marketing Management

February 2013

(NPTEL) National Programme on Technology Enhanced Learning.

Bachelors degree in Economics

March 1998 — June 2002

Universite Quisqueya - Haiti

Bacc1, Bacc2

October 1996 — July 1998

Collège Adventiste de Diquini

Technical Skills

Computer skills

MS Office (Word, Excel, Powerpoint)

Web development

Wordpress, HTML, CSS

Photography & Videography

Adobe Photoshop, LR, FCPX

Project Management

Ms Project, NCH Express Project

Business Process (Lean Six Sigma)

Novaces LLC training

Written/Spoken Languages (Fluently)

- French
- English
- Creole

References

References available upon request.