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Paris



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GNALEKO Sarafina

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Project Manager, Marketing

## SKILLS



## ÉDUCATION

2025

**Master's in Digital Project Management and Transmedia Storytelling**

BORDEAUX MONTAIGNE UNIVERSITY

2023

**Program in Social Integration through Cinema and Visual Arts**

FÉDÉRATION FRANÇAISE DE CINÉMA & VIDEO

2023

**Certification in Multimedia Graphic Design**

ALPHADIS

2022

**Bachelor's Degree in Graphic & Digital Design**

STUDI

2021

**Bachelor in Law, Economics & Political Science**

LILLE UNIVERSITY

## EXPÉRIENCES

### LOXYMORE/AGENCE 88

Internship  
2024

- Participation in the artistic selection for the "One Shot" sessions.
- **Creation of thumbnails and video recording** for the Indeh format and Loxymore Festival Tour.
- **Updating of the "Loxymore Pikan & Sikré" playlists.**
- **TikTok management:** follower growth and publication of diverse content (interviews, video capsules).
- **Community management** for Pierre & Vacances and Corsair: content capture, photo shoots, editing of Reels.
- **Media plan and communication strategy** for the Association Rivière des Mères.
- **Graphic design** of informative carousels for IREPS' social media.

### UMIS (Union Mutualiste d'Initiative Santé)

Communications manager  
2024 - 2025

- **LinkedIn page management:** content creation and community engagement.
- **Graphic design** of materials (posters, infographics) aligned with the new visual identity.
- **Drafting of specifications** for the creation or redesign of websites for affiliated institutions.
- **Event planning**, including the inauguration of *Saint-Jean Hospital*.
- **Writing press** releases and managing public relations.

### CHEWINGUM

Voluntary Work  
2025

- **Support for Raising Awareness Among Self-Producing Artists in the Caribbean and French Guiana** support for Raising Awareness Among Self-Producing Artists in the Caribbean and French Guiana on Their Rights and the Music Ecosystem (communication, content creation, educational initiatives).

