

HERMANN MAKOUNDY

Brand Consultant | Communication Manager | Data Visualization Analyst

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Douala, Cameroon



SUMMARY

Trained in engineering, I have over the past 10 years utilized my passion for design and communication to successfully transition into working across various sectors including Banking, Development, Education, Health, Tech Startups, and Wildlife. I am committed to achieving goals ranging from revamping visual communication to implementing engagement and visibility strategies, as well as my ability to tell visual stories with data. I have contributed to achieving high-performance commercial results in various missions through the design and implementation of communication and rebranding strategies in the private sector. As a man of passion, I invest beyond expectations in missions and projects that align with my values. I am driven by innovation and the creation of wealth that leads to positive social impact.

EXPERIENCE

Senior Consultant

MAKREA

Communication & Branding

- Strategic support in the creation and production of 360° content and innovative communication concepts (print, digital, event, and branding)
- Consultancy missions with UNESCO-BIE in Geneva, ACE Foundation in Midrand, African American Academy in Ouagadougou, VCWC in Kigali, GIZ, WildAid, Neidi, and WHO in Yaoundé, Ilomba Hotel in Kribi, EasyRide, CCA-Bank, Douala General Hospital, Positive Generation and Omenkart in Douala.

Head of Communication & Marketing

KOLORS LTD

05/2020 - 05/2024

Data & Business Intelligence

- Strategy development for the data analytics solution "Bloo"
- Creation of interfaces, visual identity, media kit, and the blooapp.live website
- Market data mapping by sector
- Fundraising with Axum Africa to finance the international development plan of Bloo Survey
- Management of communication with technical partners in the CEMAC zone

Communication Manager

ACTIVSPACES

04/2016 - 05/2020

Startups Incubator

- Rebranding and visibility strategy for ActivSpaces
- Drafting a communication strategy based on the triennial action plan 2016-2019
- Mapping the tech & startup ecosystem in ActivSpaces action zones
- Rebranding strategy and development of innovative products to boost visibility and attractiveness, including "Zero Macabo"

Graphic Designer

ACCENT COM

08/2014 - 03/2016

Communication Agency

- Creation of the new visual identity of the agency
- Brand creation and communication for the monthly event "Digital Thursday"
- Client brand management
- Copywriting and advertising design

Junior Graphic Designer

LES LABORATOIRES BIOPHARMA

09/2012 - 07/2014

Cosmetics

- Commercial writing and creation of product datasheets
- Design of media planning and storyboards
- Design of packaging and promotional materials

EDUCATION

Professional Certification - Podcasting (2024)

Douala Stories

CNFPT Certification - Public Communication (2023)

France Université Numérique

Hubspot Certification - Content Marketing (2023)

Hubspot Academy

Google Grow Certification - Digital Marketing (2022)

Google

Professional Certification - Graphic Design (2013)

Lotin Corp Academy

Higher National Diploma (2011)

Ngaoundere University Institute of Technology

MENTORING

Mentor in Branding

2024 - Orange Digital Center - Entrepreneur Bootcamp
2019 - Orange Cameroun - Orange Fab

Visual Communication Teacher

2022 - Libre Académie des Beaux-Arts

UX Design Trainer

2019 - GIZ/PRADEC - Telecenters Program

LANGUAGES

French

Native



English

Advanced



SKILLS

Brand Management

Brand Marketing

Brand Strategy

Communication

Creativity

Data Visualization

Graphic Design

Visual Communication

Partnership Management

Problem solving

UI/UX Design

Wordpress

REFERENCES

s.abbey@unesco.org

Sika ABBEY • Communication officer • UNESCO-BIE

yvestamu@easygroup.agency

Yves TAMU • Project Manager • EasyGroup Exp/VCWC

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Steve TCHOUMBA • Executive Director • ACTIVSPACES

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Jennifer Biffot • Francophone Africa Representative • WildAid