



BABOUCARR TOURAY

BUSINESS DEVELOPMENT SPECIALIST

PERSONAL PROFILE

I am a dedicated Business Development Specialist with a knack for thinking outside the box and driving innovative strategies. With years of experience and a focus on excellence, I possess the skills to help companies succeed in the 21st century. I specialize in market analysis, strategic planning, and relationship building, identifying opportunities that lead to growth and increased revenue. My commitment to delivering exceptional results ensures long-term success and helps businesses thrive in an ever-evolving market.

CONTACT INFO:



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Bus 201,
2000 Antwerpen, Belgium.



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(+32) 474 01 0455



www.baboucarrtouray.com

WORK EXPERIENCE

COMPANY: BLISS SERVICES

ADDRESS: FAJARA, THE GAMBIA

POSITION: IT & OPERATIONS MANAGER

DATES: OCTOBER 2022 TO MARCH 2025



DUTIES & RESPONSIBILITIES

INFORMATION TECHNOLOGY (IT) DUTIES:

Technology & Infrastructure:

- Maintain and secure all hardware, software, and network systems.
- Ensure data protection, backups, and cybersecurity protocols are in place.
- Provide technical support to staff and troubleshoot IT issues.
- Research and implement new tech solutions to improve business performance.

Web & Digital Presence:

- Design, build, and maintain company websites to reflect brand identity.
- Optimize websites for speed, SEO, and user experience.
- Update content regularly and manage hosting and domain services.

Marketing & Creative Tools:

- Create professional marketing materials including:
 - business proposals, flyers, brochures, business cards, ID cards, Information cards and branded templates
- Support social media and digital campaigns with custom visuals.
- Collaborate with operations and marketing teams to develop creative strategies.



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BUSINESS DEVELOPMENT SPECIALIST

ACADEMIC EDUCATIONAL EXPERIENCE

Qualification: Bachelors in
Business Development

Institution: Navarro
International School, Texas
America.

Dates: 2009 - 2010

Institution: Tyler Junior
College, Texas, America.

Dates: 2010 - 2012

Status: Incomplete

Qualification: General
Certificate of Secondary
Education

Institution: West African
International School

Dates: 2011 - 2012

Status: Complete

WORK EXPERIENCE

OPERATIONS MANAGER DUTIES:

Business Operations:

- Oversee daily workflows across departments to maintain efficiency and service quality. Quickly address any operational issues to keep things running smoothly.

Support to General Manager:

- Assist the General Manager in executing plans, implementing policies, and tracking business performance.

Staff Training & Supervision:

- Lead staff training programs, support team development, and ensure high performance across all roles.

Site Reports & Monitoring:

- Prepare and review site reports, monitor staff activities, and analyze data to identify areas for improvement.
- Program Coordination:
- Plan and manage internal programs, events, and special projects, ensuring timely execution.

Procedure Development:

- Create and implement operational procedures to improve productivity and consistency across the business.

Quality & Compliance:

- Ensure that all operations meet company standards and comply with relevant regulations.

REFERENCE:

Website: www.blisservicesgm.com

Person: Fatou Mas Jobe (General Manager)

Email: gm.blisservices@gmail.com



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IT TRAINING EXPERIENCE

Qualification: Microsoft
Office Basics

Institution: Unique Solutions

Dates: 2011

Status: Completed

Qualification: Computer
Software and Hardware

Institution: Unique Solutions

Dates: 2011 - 2012

Status: Completed

Qualification: Internet
Programs Basics

Institution: Unique Solutions

Dates: 2011 - 2012

Status: Completed

WORK EXPERIENCE

COMPANY: BLISS LISTINGS

ADDRESS: FAJARA, THE GAMBIA

POSITION: IT & GENERAL MANAGER

DATES: OCTOBER 2023 TO MARCH 2025



DUTIES & RESPONSIBILITIES

INFORMATION TECHNOLOGY (IT) DUTIES:

- Manage and maintain the company's website, CRM systems, email platforms, and property listing databases.
- Oversee digital marketing tools and integrations, including SEO, social media tracking, and lead management systems.
- Ensure cybersecurity standards and data privacy compliance, especially regarding sensitive client information.
- Implement new software and tech solutions to enhance productivity and streamline operations.
- Provide ongoing IT support and training for staff to ensure efficient use of tools and systems.
- Monitor and optimize the performance of network infrastructure, hardware, and cloud systems.
- Liaise with vendors and third-party tech providers to secure services and upgrades.
- Collaborate with the marketing team to support online listing visibility and virtual tours.
- Troubleshoot technical issues quickly to minimize downtime and maintain high service levels.
- Stay updated on industry trends and suggest tech innovations to maintain Bliss Listings' competitive edge.



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IT TRAINING EXPERIENCE

Qualification: Website
Development Program

Program: WordPress

Dates: 2019

Status: Completed

Qualification: Plugin
Optimisation Program

Program: WordPress

Dates: 2019

Status: Completed

Qualification: App
Development Program

Program: App My Site

Dates: 2024

Status: Completed

WORK EXPERIENCE

GENERAL MANAGER DUTIES:

- Oversee the daily operations of the company, ensuring smooth execution of all departments including sales, marketing, admin, and customer relations.
- Lead, mentor, and manage a high-performing team of real estate agents and administrative staff.
- Develop and implement business strategies that align with the company's growth goals and luxury market positioning.
- Maintain excellent relationships with VIP clients, providing personalized support to help them find or market high-end properties.
- Monitor market trends and identify new opportunities for property listings and strategic partnerships.
- Coordinate marketing campaigns and brand messaging to reflect the prestige and elegance of Bliss Listings.
- Ensure compliance with real estate regulations and maintain ethical business practices.
- Prepare and manage budgets, forecasts, and performance reports for the company.
- Represent Bliss Listings at networking events, luxury expos, and client meetings.
- Drive innovation and continuous improvement to keep the company at the forefront of luxury real estate in The Gambia.

REFERENCE:

Website: www.blisslistings.com

Person: Fatou Mas Jobe (General Manager, Bliss Services)

Email: gm.blisservices@gmail.com



BABOUCARR TOURAY

BUSINESS DEVELOPMENT SPECIALIST

MULTIMEDIA TRAINING EXPERIENCE

Qualification: Professional
Photography

Program: Canva

Dates: 2020

Status: Completed

Qualification: Effective
Watermarking

Program: Canva

Dates: 2024

Status: Completed

Qualification: Graphic
Design Program

Program: Canva

Dates: 2017

Status: Completed

WORK EXPERIENCE

COMPANY: ALFANIX

ADDRESS: BRUFUT, THE GAMBIA

POSITION: GENERAL MANAGER

DATES: FEBRUARY 2019 TO MARCH 2025



DUTIES & RESPONSIBILITIES

POSITION SUMMARY:

As the General Manager of AlfaniX, my primary mission is to ensure the delivery of world class business, corporate, and self-development programs that empower individuals to thrive in the modern market. I am responsible for the strategic development, execution, and continuous improvement of AlfaniX's training models, while maintaining a powerful presence on social platforms.

GENERAL MANAGER DUTIES

Training & Curriculum Leadership

- Design, develop, and manage cutting-edge training programs aligned with AlfaniX's mission to inspire future leaders, innovators, and multi-millionaires.
- Oversee the delivery of all training sessions, workshops, webinars, and online content, ensuring consistency, excellence, and engagement.
- Evaluate and improve training materials and strategies to stay aligned with global business trends, market needs, and client expectations.
- Lead and train a team of coaches, facilitators, and guest speakers to maintain AlfaniX's high standards.
- Monitor participant progress and feedback to enhance training impact and client satisfaction.



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BUSINESS DEVELOPMENT SPECIALIST

MULTIMEDIA TRAINING SUMMARY

Qualification: Video Editing
Program

Program: Capcut

Dates: 2022

Status: Completed

Qualification: Reels for
Social Media Program

Program: Capcut

Dates: 2024

Status: Completed

Qualification: Animation
Production Program

Program: Create Studio Pro

Dates: 2023

Status: Completed

WORK EXPERIENCE

GENERAL MANAGER DUTIES:

Strategic & Operational Oversight:

- Develop and implement long-term business strategies for Alfanix's growth, outreach, and innovation.
- Manage day-to-day operations, ensuring efficient workflows, timely execution of training events, and quality assurance.
- Lead performance tracking, reporting, and evaluation processes to ensure business goals and KPIs are met.

Marketing, Branding & Social Media:

- Collaborate with the marketing team to boost Alfanix's brand visibility on Facebook, YouTube, and other platforms.
- Oversee the planning and production of online training content, success stories, and brand videos for digital audiences.
- Represent Alfanix in live streams, interviews, and high-profile events, maintaining a charismatic and authoritative public presence.

Leadership & Culture Building

- Inspire a company culture centered on growth, excellence, empowerment, and professionalism.
- Mentor team members and cultivate an environment that encourages innovation and continuous learning.
- Uphold Alfanix's vision and values in all business dealings and relationships.

REFERENCE:

Website: www.alfanix.com

Person: Baboucarr Touray (General Manager, Alfanix)

Email: ceo.alfanix@gmail.com



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BUSINESS DEVELOPMENT SPECIALIST

SALES TRAINING SUMMARY

Qualification: 21st Century
Sales Program

Institution: Youtube

Dates: 2020

Status: Completed

Qualification:
Communication Skills Program

Institution: Ted x

Dates: 2024

Status: Completed

Qualification: Effective
Marketing Program

Institution: Youtube

Dates: 2017

Status: Completed

WORK EXPERIENCE

COMPANY: SMART GAMBIA

ADDRESS: SERREKUNDA, THE GAMBIA

POSITION: BUSINESS DEV. MANAGER

DATES: DECEMBER 2019 TO AUGUST 2021



DUTIES & RESPONSIBILITIES

- **Identifying New Opportunities:** Securing clients, and building long-term partnerships.
- **Lead Generation & Sales:** Identify new business opportunities, approach potential clients, and promote Smart Gambia's full range of IT services. Prepare proposals, deliver presentations, and close deals to meet revenue goals.
- **Market Analysis & Strategy:** Stay up to date with industry trends, competitor activity. Use insights to refine business strategies and recommend service improvements.
- **Networking & Partnerships:** Represent Smart Gambia at business events,. Develop strategic partnerships with organizations, vendors, and government institutions.
- **Collaboration & Reporting:** Work closely with internal teams, including technical, marketing, and operations—to ensure smooth project execution and customer satisfaction. Track sales performance and report progress to management.

REFERENCE:

Facebook: <https://www.facebook.com/smart.gambia.56>
Person: Buba Jadama (General Manager, Smart Gambia)
Email: ceo.smartgambia@gmail.com



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SALES EXPERIENCE SUMMARY

Qualification: Social Media
Marketing Program

Institution: Youtube

Dates: 2020

Status: Completed

Qualification: Marketing
Language Skills Program

Institution: Youtube

Dates: 2024

Status: Completed

Qualification: Psychological
Marketing with Colors

Institution: Tahal Arts Studio

Dates: 2020

Status: Completed

WORK EXPERIENCE

COMPANY: SINDOLA SAFARI LODGE
ADDRESS: KANILAI, THE GAMBIA
POSITION: OPERATIONS MANAGER
DATES: OCTOBER 2017 TO MARCH 2019



DUTIES & RESPONSIBILITIES

- Ensures the smooth running of Sindola Safari Lodge, delivering an exceptional guest experience
- Manage daily lodge operations, ensuring high standards in housekeeping, front desk, food & beverage, and maintenance.
- Lead and supervise staff to provide professional, friendly, and efficient service.
- Monitor guest satisfaction, handle feedback, and resolve any issues promptly.
- Oversee inventory, supplies, and vendor coordination to support seamless operations.
- Ensure compliance with health, safety, and hospitality standards.
- Assist with budgeting, cost control, and lodge performance reporting.
- Support events, promotions, and activities that enhance the guest experience.
- Maintain the lodge's relaxing ambiance and uphold the brand promise:

REFERENCE:

Guruve: <https://www.guruve.com/artists/njogu-touray/>
Person: Njogu Touray (CEO & Owner, Tahal Arts)
Telephone: (+220) 701 7351



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PUBLIC SPEAKING EXPERIENCE SUMMARY

Qualification: Public
Speaking Certificate

Institution: Forbes Academy

Dates: 2022

Status: Completed

Qualification: Critical
Thinking Presentation

Institution: Forbes Academy

Dates: 2022

Status: Completed

Qualification: Leadership
Speech Program

Institution: Forbes Academy

Dates: 2023

Status: Completed

WORK EXPERIENCE

COMPANY: ARIK AIR

ADDRESS: KIARABA AVENUE, THE
GAMBIA

POSITION: TICKETING OFFICER

DATES: FEBRUARY 2016 TO AUGUST 2017



DUTIES & RESPONSIBILITIES

- Assist passengers with flight bookings, ticket sales, and travel inquiries, ensuring a smooth and professional customer experience.
- Book and issue flight tickets, process changes, cancellations, and refunds.
- Provide accurate information on flight schedules, fares, and travel requirements.
- Verify travel documents and ensure compliance with airline policies.
- Handle payments and maintain transaction records.
- Address customer concerns and offer solutions in a timely manner.
- Operate airline reservation systems and coordinate with airport teams.
- Promote upgrades, offers, and loyalty programs.
- Ensure adherence to safety and operational standards

REFERENCE:

Website: www.arikair.com

Person: Dayo Akano (General Manager, Arik Air Gambia)

Telephone: (+220) 740 9671



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BELGIUM WORK EXPERIENCE SUMMARY

Institution: Kateon Natie, Kallo, Belgium.

Job Description: Warehouse Worker

Dates: Feb 2026 - Date

Job Description: Fast-paced, high-tech warehouse work, handling diverse goods with automated systems, focused on speed and accuracy.

Institution: Konvert, Liefkenshoek, Belgium.

Job Description: Warehouse Worker

Dates: July - August 2025

Job Description: Hands-on warehouse work, handling goods, scanning, loading/unloading, in a fast-paced, safety-focused environment.

WORK EXPERIENCE

COMPANY: AGIB BANK

ADDRESS: BANJUL, THE GAMBIA.

POSITION: MARKETER

DATES: MAY 2013 TO APRIL 2014



DUTIES & RESPONSIBILITIES

- Responsible for promoting Agib Bank's products and services, attracting new clients, and supporting business growth through effective marketing strategies and client engagement.
- Promote banking products such as accounts, loans, and digital services to individuals and businesses.
- Identify and approach potential clients through field visits, referrals, and networking.
- Build and maintain strong customer relationships to ensure satisfaction and loyalty.
- Represent the bank at marketing events, exhibitions, and community programs.
- Conduct market research to understand trends and customer needs.
- Collaborate with internal teams to achieve sales and branding goals.
- Submit regular reports on marketing activities, leads, and customer feedback.
- Ensure all marketing efforts comply with regulatory and bank policies.

REFERENCE:

Website: <https://www.agojobs/en>

Email: ktn.kallo@ago.jobs

Telephone: (+32) 3750 9199



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BUSINESS DEVELOPMENT SPECIALIST

NATIONAL YOUTH MEMBERSHIP SUMMERY

Society: Gambia Red Cross
Society

Position: Member

Year: 1998



Society: Gambia
Scout Association

Position: Member

Year: 1997



Society: Gambia National
Youth Council

Position: Member

Year: 2000



WORK EXPERIENCE

COMPANY: WALGREENS

ADDRESS: HOUSTON, TEXAS, AMERICA.

POSITION: CASHIER

DATES: OCTOBER 2011 TO MARCH 2013



DUTIES & RESPONSIBILITIES

- Handle customer transactions, operate the register, process payments, and provide friendly service. Responsibilities include restocking shelves, maintaining a clean workspace, assisting with returns, and supporting store promotions while ensuring customer satisfaction and a smooth checkout experience.

COMPANY: TARGET

ADDRESS: HOUSTON, TEXAS, AMERICA.

POSITION: STOCKER

DATES: JUNE 2011 TO JULY 2012



DUTIES & RESPONSIBILITIES

- Responsible for unloading shipments, organizing products, restocking shelves, and maintaining inventory levels. They ensure merchandise is correctly labeled, clean, and accessible while supporting store presentation, and safety standards, and assisting customers when needed.



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C O N C L U S I O N

In conclusion, although I am a Business Development Specialist who did not gain my qualifications through traditional schooling, My journey of self-education through the Internet and training programs has led to the mastery of a wide range of essential business skills, including website development, marketing, multimedia, graphic design, public speaking, App development, and leadership.

With a high IQ and an unshakable drive, I have consistently delivered exceptional results, backed by proven references. My ability to think outside the box, combined with many years of hard work, dedication, and relentless innovation, has allowed me to develop some of the most effective and creative business solutions in the business development industry. This is what makes me truly exceptional.

I hope you can give me an opportunity to express myself and show you my exploits.

Yours Sincerely,

Baboucarr Touray



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www.baboucarrtouray.com



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