

DEMBA MBOW

DIGITAL & MARKETING PROFESSIONAL CERTIFIED IN WEB ACCESSIBILITY (WCAG – W3C)
DIGITAL EXPERTISE & FIELD EXPERIENCE IN SOCIAL CARE



PROFILE

Digital and social care professional, specialized in digital marketing and web accessibility (WCAG – W3C). I combine digital skills (web, SEO, content) with hands-on experience supporting people with disabilities, through an inclusive approach centered on real-world use and human impact.

SKILLS

- Digital & accessibility: WCAG, WAI-ARIA, WordPress, SEO, content, social media
- Social care: disability support, adapted activities, safety, communication

CONTACT

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LANGUAGES

French — Native language
English (School level)
Spanish (School level)

INTERESTS

- Reading: Entrepreneurship, Motivation
- Sports: Football, Basketball, Ping-Pong, Tennis
- Design, Creativity, Technology, AI

PROFESSIONAL EXPERIENCE

○ SOCIAL CARE — PAPILLONS BLANC 76 (2025 – Present)

- Daily support: meals, hygiene, mobility.
- Group supervision and safety.
- Facilitating adapted, inclusive activities.
- Managing sensitive behaviors and providing moral support.
- Logistics: transport, scheduling, a caring environment.

○ ADAPTED HOLIDAY PROGRAMS FOR PEOPLE WITH DISABILITIES — CAP PICARDIE (6 PROGRAMS) (2022–2025)

- Supervising groups (up to 10 people) with multiple disabilities.
- Creating adapted activities that foster autonomy and inclusion.
- Managing meals, special diets, hygiene, safety.
- Creating a calm, secure environment.

○ CHILDREN'S ACTIVITY LEADER — CITY OF ROUEN (2024–2025)

- Workshops, arts & crafts, group games.
- Supervising outings and managing groups.

○ DEMBAMBOW.COM — PORTFOLIO & ENTREPRENEUR SUPPORT (2023 – ...)

- Building WordPress websites and digital branding.
- SEO writing, optimization and social media strategy.

○ FTKR — VIDEOGRAPHER / PARTNERSHIPS / INFLUENCER CONTENT CREATION (2023 – ...)

- Video shooting, thumbnails, partnership management.
- Creating content for influencer accounts.

EDUCATION

🎓 Web Accessibility Certification (WCAG) – W3C

W3Cx – Introduction to Web Accessibility (WAI0.1x)
Platform: edX (verified certificate) — 2026
Skills: WCAG compliance, WAI-ARIA, digital accessibility, inclusive design, W3C standards.

🎓 Bachelor's in Digital Marketing (3-year degree) — 2023

BAFA (French youth-worker certificate) — 2 modules passed
Vocational Baccalaureate in Commerce