

PERSONAL STATEMENT

As a creative individual with a diverse range of passions including the arts, law, fashion, design, writing, and digital media, I am particularly drawn to the field of law and am actively considering venturing into this area soon. My interest in law was sparked during my studies at Ashesi University, where I took a business law course that ignited my enthusiasm for pursuing a career in the legal profession. I believe that starting as a support staff member at your esteemed firm would provide me with a solid foundation to learn from experienced professionals while contributing my strong administrative skills. With a background in coaching, volunteering, event facilitation, and project coordination, I thrive on connecting with people and making a positive impact. My diverse skill set includes creative and corporate writing, customer care, project management, media and branding, and content creation. Additionally, my entrepreneurial journey includes founding a press-on nail start-up, showcasing my ability to take initiative and drive results. At Margins ID Group, I played a pivotal role in the success of various Integrated Marketing and Communications projects, including the establishment of an Intranet, successfully producing a short film along with two colleagues to showcase the lives of National Service personnel, and facilitating distinguished media stakeholder engagement. I am eager to dedicate my talents and unwavering work ethic to an ethical and progressive organization that is committed to supporting my journey of growth, learning, and innovation.

WORK EXPERIENCE

Margins ID Group – The Octagon, Accra
Integrated Marketing and Communications

Sept 2022 – Sept 2023

Personal Assistant to the Head of Integrated Marketing and Communications

- Managed scheduling responsibilities for the Head of Integrated Marketing and Communication, utilizing Microsoft Outlook calendar.
- Provided support to the Head of Integrated Marketing and Communication in managing day-to-day operations.
- Participated in meetings alongside my superior, diligently recorded comprehensive meeting minutes, and effectively coordinated timely follow-up on action items from those meetings.

Creative and Corporate Writing

- Wrote impactful employee-centred feature articles and news articles for the corporate newsletter.
- Successfully generated engaging and informative content for the company's intranet and website, ensuring alignment with the organization's brand language.
- Generated an impressive 500+ engaging copies for social media ads and campaigns for the National ID Project (Ghana Card).

Social Media Management

- Curated and posted content across all major social media platforms including Facebook, Twitter, LinkedIn across all subsidiaries.
- Utilizing analytics to gather essential social media insights from Facebook, Twitter, and LinkedIn across all subsidiary platforms, enabling comprehensive tracking of reach, engagement, impressions, and follower growth.

Event Facilitation

- Established strong brand presence for Margins ID Group and its subsidiaries at corporate events through engaged stakeholder interaction, strategic booth setup, and impactful branding.
- Effectively engaged with Ghana's prominent media figures during a crucial stakeholder event, achieving seamless coordination.

Communication

- Composed memos, emails, and diverse communications for both internal and external stakeholders.

Meeting Facilitation

- Facilitated team meetings, generated detailed meeting minutes, and ensured timely follow-up on meeting action items.

Reception Duties

- Managed reception tasks, warmly received visitors, handled phone inquiries, and managed appointment scheduling, all aimed at upholding a professional and orderly front office.

Graphic Design

- Crafted a dozen captivating graphics using graphic design expertise, amplifying the visual allure of marketing and communication materials for the National ID campaign (Ghana Card), and driving a surge in engagement across the company's social media platforms.

PowerPoint Design

- Designed engaging PowerPoints for corporate presentations, skillfully translating the brand's marketing and communication message into compelling visual representations.

Video Production

- Conceived and authored a short film script to encapsulate the year-long journey of the national service personnel.
- Demonstrated creative direction and videography skills by capturing distinctive experiences and conducting interviews with national service personnel at all three subsidiary office locations, effectively conveying their stories.
- Skillfully utilized Premiere Pro and the InShot app to creatively edit footage, seamlessly arranging it in the desired chronological order while infusing a delightful sense of humor.
- Successfully produced a captivating 20-minute film, skillfully capturing the delightful, heartfelt, and intricate moments of the 2022/2023 national service personnel, effectively positioning the company as an employer of choice.

Ashesi Innovation Experience – Ashesi University

July 2022

Leadership, Design and Creative Arts Modules Coaching

- Coached high school students in the leadership, design and creative arts modules in a two-week bootcamp to learn and apply various design thinking techniques, leadership styles and the industry of creative arts
- Conceptualized, scripted, acted, and designed costumes for a play in three days and coached high school participants to do same

Ariel's Nail Hub – Remote

Feb 2021 – Present

Entrepreneur & Nail Technician

- Create, design and market press-on nails
- Social media marketing and content creation

ACHIEVEMENTS/AWARDS

Margins ID Group National Service Project, The Octagon, Accra

Jan-Sept 2023

- Worked in a team of three to successfully script, direct, and co-produce a short movie on the National Service Experience at Margins ID Group

Ashesi Innovation Experience Coaching Certificate, Ashesi University

2022

- Successfully conceptualized, scripted, designed costumes and acted a play in three days with a team of six coaches

PROJECTS AND RESEARCH

National Girls' Speech and Debate Championship Sponsorship - Facilitator **Jan 2023 – Sept 2023**

- Interacted with organizers and facilitated Margins ID Group and its subsidiaries' sponsorship of notebooks, name tags, certificates and cash
- Ensured that all events from the launch to the final competition both in Accra and Kumasi were well branded with Margins ID Group and its subsidiaries' branding items
- Interviewed winners of the competition in line with Margins ID Group's values
- Took pictures and videos at all events for social media propagation.

Margins ID Group, Stakeholder Engagement Usher **Aug 2023**

- Acted as an internal contact to media guests, pre-event and provided all relevant information required
- Ushered media guests in and around the office space to ensure a smooth event
- Engaged with media guests post event to follow up on publications and reposted on Margins ID Group social media

Margins ID Group, National Service National Service Experience Filming Project – Team member **Jan 2023 – Sept 2023**

- Scripted, filmed and produced a short movie to capture the experiences of 2022/2023 National Service Personnel

Ashesi Design Lab x Dr Zanetor Rawlings Instagram Training Project –Project Lead **July 2022 – March 2023**

- Developed a comprehensive Instagram training program for facilitators and participants
- Trained a team of facilitators using the Instagram training program
- Guided facilitators in teaching artisans at the Accra Arts Centre how to utilize Instagram as a social media marketing tool to expand their online presence, attract more customers, and boost sales and revenue
- Collected data and generated reports regarding the training progress of artisans at the arts center.

VOLUNTEER ACTIVITIES

Ashesi University College, TEDx Ashesi University **Apr 2022 Volunteer**

- Assisted with organization of the maiden edition of TEDx Ashesi University
- Registration and ushering of attendees, guest and speakers

Ashesi University, Buddy Coach Volunteer **2019 - 2022**

- Worked with a team of volunteers to plan and organize Ashesi University's Buddy Up Mentorship opening and closing ceremonies
- Mentored 4 freshmen for 1 year each and helped them adjust smoothly to their university experience
- Assisted with assignments, tutoring, and offered helpful advice on academic and non-academic issues
- MC for Ashesi Buddy Up closing ceremony

SKILLS

-
- Content Creation and Social Media Management
 - Microsoft Suite (Word, Excel, PowerPoint, Teams, Outlook)
 - Graphic Design and Video Editing using Photoshop, Adobe Premiere Pro, Canva and iMovie.
 - Leadership, Critical Thinking & Interpersonal Skills
 - Scheduling and Booking using Outlook Calendar
 - Presentation skills

- Teamwork

EDUCATION

Ashesi University
BSc. Business Administration

Berekuso, Eastern Region
Expected Date of Graduation: June 2023

Alliance Francaise
Delf A2

Accra
Apr 2019

Achimota Senior High School
General Arts (WASSCE)

Achimota, Accra
Nov 2014 – May 2017

REFERENCES

Available upon request