

PROFESSIONAL SUMMARY

A motivated Public Relations(PR) and Communications graduate seeking a challenging position in a reputable organization to expand and utilize my learning, skills and knowledge. Possess excellent corporate communication and Public relation skills, legal administration background and have an eye for detail. Flexible to work in any environment as required.

EDUCATION

**Chartered Institute of Marketing, Ghana-
Pathway 3 Student**
August 2024 - Present

Pathway 3 Professional Marketing (CIMG, Associate student)

**Executive Certificate
in Business
Administration**
April 2024 – May 2024

Executive Certificate in Business Administration
[Accra Business School](#)

B.A
August 2018 -
August 2022

Public Relations Management
[University of Professional Studies, Accra](#) Ghana
Dissertation: *Public Relations as a tool in achieving Organizational goals in the banking industry. A case study on Stanbic Bank, Ghana.*
Second Class Upper {[View](#)}

Diploma August
2018-May 2020

Public Relations Management
[University of Professional Studies, Accra](#) Ghana
Dissertation: *Effective Communication as a tool in achieving organizational goals*
Distinction {[VIEW](#)}

**Secondary School (West
African Senior School**

General Arts (Government, Literature-in-English, Economics and French)
[St. Rose's Senior High School, Akwatia](#)

Extracurricular Activities: Student Representative Council(SRC) liaison for Head of State Awards, Ghana.

I performed my role as the liaison between the society and the school's administrative as well as the Student Council. I communicate the grievances, suggestions and programs of

Winnifred. Ampong's

October 2015- May
2018

WORK EXPERIENCE / INTERNSHIP

1. NSIA Insurance Company

November 2022- Present

Executive Assistant:

- a.** My key role is to manage the schedules and communications of key company executives for NSIA Insurance. I am to effectively co-ordinate the Managing Director's daily schedule (activities, meetings, visits, appointments, incoming correspondences, etc.).
- b.** Secondly, I manage logistics for all meetings and take minutes during Executive Committee(EXCO)and Marketing meetings every Monday. I serve as the liaison between NSIA Ghana, Company Secretary and NSIA Group Office administrative assistants.
- c.** I work with the Business Development Team and Marketing by Coordinating the Customer Service Committee and rendering support to the branding team.

2. NSIA Insurance Company Limited

August 2022 – Oct 2022

Sales, Marketing & Promotions Intern:

- a.** I Prospected upcoming conferences and events for the company to host and was assigned with the responsibility of undertaking media monitoring analysis, competitive review analysis, social media and crisis monitoring.
- b.** I supervised photography and video production for content creation on social media, website and media advertisement.
- c.** I drafted information for company's website, brochures, factsheet and creative briefs for insurance packages and services and supervised rebranding activities of the company such as vehicles and office branding, and facility signage.

3. Lexkudoz legal consultants & Notary Public

Jun 2020 – Dec 2021

Legal Secretary:

- a.** My major role was to assist the legal practitioners with relevant documentation for all legal formalities, writing, typing and editing files to be served by the lawyers.
- b.** I was working closely with the cross examination team for court cross examination and assisting with company's website updates.
- c.** Also, I Perform secretarial duties and relate with present and prospective clients.

LEADERSHIP EXPERIENCE □

1. Executive Secretary

2019-2020

Ghana National Adventist Students Society, University of Professional Studies Accra:

- a. My role was to oversee the operation of the church office and assist the pastors and executives with a variety of administrative duties.

2. Organizing Secretary

2021/2022

Communication Studies Students' Association

University of Professional Studies, Accra:

- a. I worked closely with the department of Communication Studies and Faculty to assist students with their challenges, provide support and organize events and training sessions for the members.

□

RESEARCH EXPERIENCE & INTEREST

Class Project

June 2020

Ampong, W.B. and Akwaasi, A. (2020) *The role of Communication in achieving organizational goals*. dissertation. **Supervisor: Mrs. Sandra Nyarko**

Thesis

June 2022

Ampong, W.B. and Lomo, E.N. (2022) *Public Relations as a tool in achieving organizational goals in the banking industry. A case study on Stanbic Bank, Ghana*. Available at <http://dx.doi.org/10.13140/RG.2.2.34980.24961> (Accessed: October 28, 2022). **Supervisor: Dr. Martin Segtub**

ACCOMPLISHMENT

- I mentored over 60 students in news writing, brand building, blogging, public speaking and presentation.
- I also arranged intervention and final exams revision class for over 80 final year students.
- I developed a peer teaching initiative and tutored students with learning difficulties with 70% graduating with second class upper and 25% graduating with Second class lower.

VOLUNTEERING

• **Welfare Leader**
Head of States Awards St. Roses’
Senior High School
2017 – 2022

I contributed to the provision of water in a rural area in the Eastern Region of Ghana. Also, I performed my role as the liaison between the society and the school's administrative as well as the Student Council. I communicate the grievances, suggestions and programs of the society to the student and school council during decision making. I also represent the society in other school's student council.

□ **Tutor**
Communication Studies Students’
Association, ComSSA UPSA

I taught students Media release writing, integrated marketing communications, Visual Communication/Infographics, Media law, and Political Communication

SKILLS

- | | |
|--|---|
| <ul style="list-style-type: none">• Effective canva design skills• Excellent written and Oral communication skills• Leadership skills• Excellent Public speaking & Presentation skills• Event Management | <ul style="list-style-type: none">• Graphic design and video editing• News writing & editing skills• Critical thinking and Problem solving skills• Research and analytical skills Microsoft Word, Power point & excel skills• Time management |
|--|---|

COMMUNITY SERVICE • **Executive Secretary**
2019-2021

Take me to the future NGO
Provided career mentorship to students at orphanages, organize reading competitions and provided books to over 30 students in dodowa Ghana.

HOBBIES/ INTEREST

- Research
- Reading
- Blogging
- Event planning
- Partaking in choral music

LANGUAGE I

Fluent in English: English is the official language of Ghana and the medium of instruction for all academic work.

CERTIFACATION

□ **Certificate in Corporate Governance**

Alison Education Company

April 2023

Grade: Honors (Passed)

[{VIEW}](#)

□ **Certification in Enhancing Your Productivity with Effective Note-taking**

LinkedIn Learning Certificate

June 2023

[{VIEW}](#)

o **Certification in “Introduction to Human Rights and the Environment”**

United Nations Institute for Training and Research (UNITAR) Certificate

March 2024

[{VIEW}](#)

REFERENCES

1. Agbesi Dzakpasu Esq.

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2. Dr Adwoa Sikayena Amankwah

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3. Dr. Yaw Adom-Boateng

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