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ABOUT ME

Dynamic and adaptable IT professional with over four years of experience across WordPress development, UI/UX design, digital marketing, and systems administration. Known for a quick learning curve and adaptability, I specialize in creating user-focused digital experiences, using PHP, HTML, CSS, JavaScript, and leveraging AI to optimize performance and engagement. My design approach integrates tools like Figma, Photoshop, and Adobe XD to bridge functionality with aesthetics.

With a strong foundation in SEO, social media content creation, and targeted ad campaigns, I have a track record of building effective digital strategies that drive brand success. My systems administration experience further strengthens my technical proficiency, allowing me to manage, troubleshoot, and secure IT infrastructures effectively. Eager to contribute to innovative projects, I am committed to continual growth and excellence in digital technology.

WORK EXPERIENCE

1 MAR 2023 – 31 OCT 2024 Accra, Ghana

HEAD OF INFORMATION TECHNOLOGY MG BUSINESS SOLUTIONS GROUP

- Develop and maintain company websites
- Analyze the performance of social media campaigns and Google Analytics
- Manage technology infrastructure and ensure digital asset security
- Perform SEO for all group websites
- Create campaign plans and optimize ads
- Train staff on management systems
- Register students on the Learning Management System (LMS) and build courses for our subsidiary M-Gibes College.
- Complete tasks as requested by the CEO and marketing team

5 MAY 2023 – 4 JUN 2024 California, United States

WEB DEVELOPER & EMAIL DESIGNER (REMOTE - FREELANCER) BUNNY STUDIO

- Design website user interfaces with Figma and Adobe XD
- Develop designs into functional websites
- Design email templates for marketing
- Optimize website speeds and SEO

15 JUN 2021 – 3 JUN 2022 Atlanta, United States

WEB DEVELOPMENT & DIGITAL MARKETING MANAGER (REMOTE - CONTRACT) THE ULTIMATE SOLUTION PROVIDER INC.

- Develop and maintain company website
- Optimize website speed
- Manage social media and paid advertisements
- Perform SEO • Create campaign plans and optimize ads
- Complete tasks as requested by the CEO

- Troubleshoot Microsoft applications
- Maintain GSA website by uploading new standards and developing new pages
- Provide support for network printers, software, and hardware
- Upload data to the attendance management system
- Resolve issues with the leave system for workers
- Manage and ensure all computer systems and network components work efficiently
- Offer technical support and teach users computer utilization
- Test in-house applications and prepare test cases
- Perform regular system upgrades

10 OCT 2019 – 27 JAN 2023 Accra, Ghana

WEBMASTER & DIGITAL MARKETING MANAGER WEBVENT HUB

- Establish and build clients' WordPress websites
- Create PPC campaigns for Google AdWords and other ad networks
- Build custom WordPress themes using HTML, CSS, PHP, and Bootstrap 3 framework
- Prepare email campaigns for customers
- Track campaign results using Google Analytics and StatCounter
- Identify and deliver required training for users

● **EDUCATION AND TRAINING**

21 SEP 2021 – 14 JUN 2024 Budumburam, Ghana

BSC. COMPUTER SCIENCE KAAF University College

Website <https://www.kaafuni.edu.gh/> | Level in EQF EQF level 6

20 SEP 2015 – 15 JUL 2018 Accra, Ghana

HND. COMPUTER SCIENCE Accra Technical University

Website <https://atu.edu.gh/> | Level in EQF EQF level 5

● **LANGUAGE SKILLS**

Mother tongue(s): **ENGLISH**

● **DIGITAL SKILLS**

Wordpress | Website Design | Digital Marketing | Graphic Design | UI/UX Design | Microsoft Office | Web Development | Systems Administration | I.T Administration | SEO | Adobe Creative Suite (Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Premiere Pro) | Artificial Intelligence

● **PROJECTS**

20 OCT 2018 – CURRENT

Website & Graphic Design Projects

Link https://drive.google.com/file/d/19Bv34iqsYfpgrGqGsLFr_rs9GLnIFW1/view