

VICTOR AYISI OBENG-MENSAH

Digital Creator

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PERSONAL SUMMARY

A bright, talented, ambitious, and self-motivated I.T professional with a strong technical background who possesses self-discipline and the ability to work under minimum supervision. Able to play a key role throughout the IT and managerial-related services to ensure maximum accessibility, customer experience, and usability.

A good team player, who thrives on creating engaging creative solutions. I can produce detailed technical specifications based on client requirements.

A quick learner who can absorb new ideas and communicate clearly and effectively. Currently looking for an opportunity to join a dynamic, ambitious, growing company and forge a career as a first-class IT specialist.

CAREER OBJECTIVES

To work in any organization to demonstrate professionalism, practicality, innovation, and results-oriented organization with additional skills taught by other staff colleagues to increase frequency and productivity in the organization.

SKILLS AND ABILITIES

- Ability to take initiative
- Open Minded
- Result-oriented and analytical person. - Attention to details
- Aptitude to work in diverse environments
- Excellent interpersonal and communication skills
- A team player
- Proactive and good leadership abilities - Creativity

WORK EXPERIENCE

1. *APPOINTED TIME PRINTING LIMITED*

2023 - Nov. 2024

Digital Marketing Officer

DUTIES.

- Develop and execute multi-platform digital marketing strategies, including SEO, SEM, and PPC campaigns, to drive brand visibility, audience engagement, and conversions.
- Manage client relationships, handle the entire pipeline from inquiry to delivery, and provide personalized solutions that ensure satisfaction and long-term retention.
- Coordinate project workflows with design and print teams, overseeing quality control and timely completion.
- Optimize company websites for SEO to increase organic reach and strategically update content.
- Lead event-based campaigns, including book fairs and promotional events, enhancing brand presence and customer outreach.
- Collaborate with internal teams to align on strategy, ensuring seamless campaign execution and maximizing ROI.
- Identify and pursue new business opportunities, tracked pipeline progress, and reported on KPIs to drive continuous improvement and growth.
- Website Development, updates, and maintenance.
- Social media management.
- Content management and promoting content through social media.
- Monthly reports from social media accounts.

2. *CASA TRASACCO LIMITED*

2021 - May 2023

Digital Marketing Executive

DUTIES.

- Conduct SEO to enhance content visibility and drive inbound traffic to the brand's online platforms.
- Create and publish high-quality content aligned with the brand's messaging and goals.

5. HR NETWORK GH

2021 to date

Freelance Digital Creator

DUTIES.

- Lead website development projects, ensuring updates and maintenance deliver a smooth, engaging, and reliable user experience.
- Oversee comprehensive content and database management, keeping information accurate, accessible, and well-organized to support brand objectives.
- Create original, visually impactful graphic designs to elevate brand identity across digital and print platforms.

6. LUXXIS COMMUNICATION LIMITED

2021

Digital Marketing and PR Executive/Graphic Designer

DUTIES.

- Develop and write compelling copy weekly for social media marketing campaigns, ensuring alignment with brand voice and objectives.
- Proofread and edited all copy across various brands to maintain high standards of quality and consistency in messaging.
- Implement content marketing strategies that effectively engage target audiences and drive brand awareness across digital platforms.
- Conduct thorough monitoring and analysis of competitors' social media marketing efforts to identify trends, strategies, and opportunities for improvement.
- Design eye-catching graphics tailored for social media marketing initiatives, enhancing visual appeal and engagement with the audience.

7. 3E – TECHNOLOGIES & INNOVATIONS CO. LTD

2021

Digital Marketing Officer – Voluntary

DUTIES.

- Generate high-quality leads for the company's products and services through effective marketing strategies.
- Improve customer conversion rates by turning a larger portion of the audience into loyal clients.
- Create, launch, and optimize targeted social media campaigns to increase organic traffic.

- Drive measurable increases in overall company sales and market impact.

8. GO-DIGITAL NETWORK
Digital Creator/Consultancy

2016 to date

DUTIES.

- Assist the team in the development of the overall digital marketing strategy for projects
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, social media, Email, Mobile, Display, etc)
- Manage the creation of relevant and engaging digital content for publishing on various digital platforms
- Manage social media marketing campaigns
- Manage digital advertising campaigns (SEO, SEM, Pay Per Click, Google Analytics, Newsletters Sign up Campaigns)
- Analyse digital marketing analytics reports and share insights with the team to develop optimization plans.
- Stay abreast of emerging digital tools and platforms, digital marketing trends, and new technologies, and share insights with the rest of the team technologies. Provide thought leadership and perspective for adoption where appropriate.

9. BRAND HOUSE GHANA
Productions Assistant/Social Media Manager

2018 - 2020

- Assisted in the planning, coordinating, and executing production schedules to meet client deadlines.
- Managed inventory of production materials and coordinated timely restocking to avoid delays.
- Ensured quality control by inspecting finished products for consistency and adherence to standards.
- Collaborated with production teams to troubleshoot and resolve operational challenges.
- Maintained production equipment by performing routine checks and minor repairs.
- Prepared production reports and documented workflow improvements for management review.

Responsibilities for Social Media Manager

- Developed and implemented social media strategies to boost brand visibility and engagement.
- Created, scheduled, and managed content across platforms like Facebook, and Instagram.
- Monitored analytics to assess campaign performance and provided actionable insights for optimization.

- Engaged with followers through comments, messages, and interactive posts to foster community growth.

10. ICLICK MEDIA GHANA

2017 - 2018

Social Media Marketer & Office Assistant

DUTIES.

- Assist the team in the development of the overall social media marketing strategy for projects.
- Manage the creation of relevant and engaging digital content for publishing on various social media channels.
- Manage social media marketing campaigns
- Analyse digital marketing analytics reports and share insights with the team

11. SMART INTERNATIONAL SCHOOL

2016

I.T Teacher & Office Clerk

DUTIES.

- Manage the collection and recording of school and feeding fees, ensuring accuracy and efficiency.
- Act as an ICT instructor, teaching students essential digital skills and knowledge.
- Serve as the Form One class teacher, supporting students and creating a positive classroom environment.

WEBSITE DEVELOPMENT / MANAGEMENT PORTFOLIO

1. www.vickynewlovegh.com (Personal Portfolio)
2. www.casatrasacco.com (Team Work)
3. www.hrnetworkafrica.org
4. www.advopublishing.com
5. www.appointedtimegh.com (Team Work)
6. www.appointedtime.store (Under Construction)
7. www.solelywatchgh.com
8. www.kaman-gh.com
9. www.addictedtochristmovement.org

SKILLS, KEY AREAS, AND COMPETENCE

- **Web Development:** WordPress (92%), HTML & CSS (45%)
- **Digital Marketing Expert:** SEO, SEM, Social Media Management, Content Marketing, Email & SMS Marketing, Google Analytics, and Copywriting.
- **Creative Software Proficiency:** Adobe Photoshop, Adobe Illustrator, Canva, Capcut and CorelDraw.
- **Corporate Branding Office Suite Skills:** Microsoft Word, Excel, PowerPoint.
- **Google Workspace:** Gmail, Google Drive, Google Docs, Google Sheets, Google Slides, Google Meet, Google Chat, Google Calendar
- **Skills:** Strong communications, advertising and marketing, Ad copywriting, digital media marketing, social media management, influencer marketing, creative campaigns, creative strategy, and community management.

ACADEMIC QUALIFICATION

- ❖ **BBA – International Business Management – [Ongoing] - (ACCRA METROPOLITAN UNIVERSITY)**
- ❖ **CERTIFICATION – Advanced Search Engine Optimization - (MINDLUSTER – ONLINE) – 2023**
- ❖ **CERTIFICATION – Webmaster E-Commerce Specialist – (MINDLUSTER – ONLINE) – 2023**
- ❖ **ADVANCED PROFESSIONAL DIPLOMA – Graphic & Web design – (IPMC UNIVERSITY COLLAGE) - 2020**
- ❖ **CERTIFICATION – Digital Marketing - (GOOGLE DIGITAL GARAGE – ONLINE) – 2020**
- ❖ **CERTIFICATION – Google Analytics - (GOOGLE ANALYTICS ACADEMY - ONLINE) – 2020**
- ❖ **SUHUM SENIOR HIGH TECHNICAL SCHOOL – WASSCE - 2016**
- ❖ **PENTECOST JUNIOR HIGH SCHOOL – BECE – 2013**

REFERENCES

Charles Adoo (Sales Manager) – **APPOINTED TIME PRINTING LTD** – (JOSPONG GROUP OF COMPANIES)

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Richard Yao Ekor (CAS Group - Head of Marketing) – **JOSPONG GROUP OF COMPANIES**

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