

VICTOR AYISI OBENG-MENSAH

Digital Creator

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PERSONAL SUMMARY

A bright, talented, ambitious, and self-motivated IT professional with a strong technical background who possesses self-discipline and the ability to work under minimal 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 a 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 detail
- 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, track pipeline progress, and report 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.
- Oversee website updates and maintenance to ensure a seamless user experience.
- Manage social media platforms to engage and grow the audience.

- Curate, manage, and promote content across social media channels for maximum reach.
- Generate monthly performance reports from social media accounts to assess and optimize strategies.
- Developed and executed digital marketing strategies for brand promotions and targeted campaigns.

3. *CHOPITALY RESTAURANT (Subsidiary Trasacco Group)*

Digital Marketing Executive

DUTIES.

- Create and schedule engaging weekly content for social media platforms.
- Publish and market content to boost brand visibility and audience engagement.
- Manage social media accounts, ensuring consistent interaction with followers and alignment with brand goals.

4. *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.

5. *3E – TECHNOLOGIES & INNOVATIONS CO. LTD*

2021

Digital Marketing Officer – Internship

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.

6. BRAND HOUSE GHANA

2018 - 2020

Productions Assistant / Social Media Manager

- 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.

7. 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

FREELANCE

8. KAMAN SUPPLY CHAIN LIMITED

2022

Freelance Digital Creator

DUTIES.

- Develop, update, and maintain the website to ensure optimal functionality and user experience.
- Execute SEO strategies, generate leads, manage content, and oversee marketing initiatives to drive traffic and engagement.
- Craft compelling copy for the website and social media channels.
- Manage social media platforms to enhance brand presence and community interaction.
- Create and market weekly social media content to boost visibility and audience engagement.
- Formulate and implement digital marketing strategies to support brand growth and promotion.
- Generate comprehensive monthly performance reports from social media accounts for strategy optimization.

9. 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.

10. GO-DIGITAL NETWORK

2016 to date

Freelance Digital Creator / Consultancy

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.

WEBSITE DEVELOPMENT / MANAGEMENT PORTFOLIO

1. www.vickynewlovegh.com (Personal Portfolio)
2. www.casatrasacco.com (Team Work)
3. www.godigitalnetwork.com
4. www.omaceinc.com
5. www.volmimedia.com
6. www.hrnetworkafrica.org
7. www.advopublishing.com
8. www.appointedtimegh.com (Team Work)
9. www.addictedtochristmovement.org
10. www.kaman-gh.com

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.
- **Content Management System:** Buffer, HubSpot, WordPress, Wix, GoDaddy
- **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
- **Skill Set:** 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)**
- ❖ **ADVANCED PROFESSIONAL DIPLOMA – Graphic & Web design – (IPMC UNIVERSITY COLLEGE) - 2020**
- ❖ **SUHUM SENIOR HIGH TECHNICAL SCHOOL – WASSCE - 2016**
- ❖ **PENTECOST JUNIOR HIGH SCHOOL – BECE – 2013**

CERTIFICATIONS

- ❖ **CERTIFICATION – Advanced Search Engine Optimization - (MINDLUSTER – ONLINE) – 2023**
- ❖ **CERTIFICATION – Webmaster E-Commerce Specialist – (MINDLUSTER – ONLINE) – 2023**
- ❖ **CERTIFICATION – Digital Marketing - (GOOGLE DIGITAL GARAGE – ONLINE) – 2020**
- ❖ **CERTIFICATION – Google Analytics - (GOOGLE ANALYTICS ACADEMY - ONLINE) – 2020**

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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