

RESUME

DZAGBLETEY TETTEH ABRAHAM

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Location: Osu

PROFILE

A communications consultant, an Internet Technology expert and a professional digital marketer with a proven track record of applying my skills for institutional and personal growth. I have extensive experience and exposure in digital communications, computing skills, marketing and advertising with several examples of mentoring and coaching.

EDUCATION

Ghana Institute of Journalism

November 2021 - February 2023

Master of Arts in Public Relations

0. **Courses:** Corporate Social Responsibility, Stakeholder Identification and Engagement, Public Relations Ethics, Crisis Communication, International Public Relations, Entrepreneurship, Integrated Marketing Communications, Speech Writing & Public Speaking, Digital Marketing

Ghana Institute of Journalism

2015 - 2019

Bachelor of Arts, Communications (with a major in Public Relations)
Second Class Honors

1. **Relevant coursework:** New Media, Information Gathering and Research, Logic and Critical Thinking, Marketing, Media Relations, Advertising, Information Communication Technology, Event Management

IPMC Ghana

2013 - 2014

Diploma In Information Technology

Web Development

Digital Media Management

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PROFESSIONAL WORKING & TUTORING EXPERIENCES

Ghana Institute of Journalism

2018 to 2021

Teaching Assistant at Faculty of Public Relations, Marketing and Advertising

- Developed course structure for Web Material Production under the supervision of Senior Lecturer
- Taught students how to use digital marketing tools like search engine optimisation, google pay per click systems and google analytics in achieving results
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Institute of Digital Marketing Communications (IDMC)

2021 - date

Digital Media Strategist and Tutor

- Designed and developed the Institute website
- Analyzes the activities of website visitors and advises management on digital strategies suitable for audience engagement
- Tutor on the Digital Marketing for Business Course

Africa Trade Academy

Nov. to March 2023

Digital Advertising and Marketing Consultant

- Developed and managed company's website
- Developed and executed a 3 month successful digital marketing campaign that increased website traffic by 50% and improved conversion rates by 25%.
- Analyzed data to identify customer needs and preferences and developed targeted marketing campaigns to improve engagement rates.
- Managed social media channels and increased engagement rates by 30% through compelling content creation and community management.
- Worked with cross-functional teams to develop marketing collateral, including email campaigns, landing pages, and promotional materials.

Food and Drugs Authority (FDA), Ghana

Communications Strategist & Digital Marketing Consultant

May - July 2022

Part of a team of professionals tasked train all communications officers of Food and Drugs Authority in Ghana, in a workshop organized by Institute of Digital Marketing Communication Ghana (IDMC)

Topics treated are: -

- Direct marketing, Email marketing
- Digital Content Creation tools
- Creating and managing social media campaigns
- Understanding and interpreting digital analytics in report writing

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Sunu Assurances Ghana

Communications Strategist & Digital Marketing Consultant

May - June 2022

Part of a team of professionals tasked train all communications officers of Sunu Assurances in West Africa in a workshop organized by Institute of Digital Marketing Communication Ghana (IDMC)

Topics treated are: -

- Digital publics and stakeholder mapping
- Direct marketing, Email marketing
- Digital Content Creation tools

European Union

March 2022 -August 2022

Creative Designer

Part of a team of professionals working to bring out the new National Ghana Driver's Guide, an initiative by European Union and Ghana Police Service, Ghana Highways Authority among other governmental agencies. My duties include;

- In-charge of the content structure and design of the manual, that is designing all infographic materials and character mascot

Ehyen Ghana

August 2021

Digital Communications Strategist

Consulted for the new ride hailing services in Ghana, where I developed a comprehensive communications strategy which includes;

- Created a one-year digital media plan for facebook and instagram
- Messaging strategy for digital marketing
- Conducted in-depth analysis of customer data to identify areas for improvement and developed effective strategies to address customer pain points.
- Coordinated social media campaigns, including influencer marketing and community management, that improved brand awareness and engagement rates.
- Budgeting for social media networking sites (facebook, instagram and twitter)

Ministry of Monitoring and Evaluation, Ghana

January 2020

Digital Content Creator and Info-graphics designer, 2020 Ghana Results Fair

- Consulted with the Chief Director of Monitoring and Evaluation and all other ministry directors to put together 3-year results from the all the ministries
- Designed all info - graphics used by the ministries on all social media

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Ministry of Information, Ghana

Aug. 2018 - Oct 2020

Social Media Management Committee Member

- Consulted with Public Relations Officer and Social Media Manager to design a social media strategy for the Ministry of Information
- Converted press statements from other governmental agencies into short infographic, text animation content for social media and website of Ministry of Information

PROFESSIONAL SKILLS

- Wordpress Website Designer
- Video Content Creator (Canva, Toonly, Doodly)
- Social media management
- SEO
- PPC
- Content marketing
- Email marketing
- Budget management
- Project management
- Team leadership
- Communication skills

INTEREST

To work in a professional environment that challenges me to upgrade my professional skills.

REFERENCES

Available upon request