

CURRICULUM VITAE

NANA YAW AYENSU

P. O. Box 2286, Accra | (+233) 50 000 0392 | nyayensu@gmail.com

CAREER PROFILE

To bring my unique ideas and innovation to enhance efficiency and customer satisfaction and to conduct my responsibilities with honesty, integrity and respect the interest of fellow employees, clients and general management.

EDUCATION

Undergraduate Degree	BSc. Marketing University of Professional Studies, Accra	-	May 2017
High School Certificate	WASSCE (Business) Prempeh College, Kumasi	-	September 2011

PROFESSIONAL WORK EXPERIENCE

Position : Marketing and Digital Marketing Associate

**Employer : Yildiz Health Pharmacy and Mart, Mirage Residences,
Airport City.**

Date : Oct 2019 to Oct 2020

Duties include:

- Being a leader that coordinated all the marketing activities that led to increased awareness that led to profits for the company.
- Performed marketing duties that were necessary to improve the image of the company on all social media pages.
- Keeping the company's social media pages active and interactive with customers.
- Managing and overseeing the marketing calendar, to ensure a smooth marketing and advertising process and communicating them clearly with customers.

Position : Sales Representative

**Employer : Wild Gecko Handicrafts, Kotoka International Airport
(Terminal 3) Branch.**

Date : Sept 2018 to Oct 2019

Duties include:

- Being a team leader in my group that coordinated all sales activities that led to incredible profits for the company.
- Making sure that my colleagues performed the duties assigned to us by the manager.

- Managing the inventory and reporting back to the main office when inventory was low and requesting for items to be restocked.
- Managing and overseeing the cash till to ensure a smooth sales process for customers.

Position : Administrative Assistant (National Service Personnel, NSP)
Employer : Commercial Services Department, Ghana Airports Company Limited - Accra.
Date : Sept 2017 to August 2018

Working directly under the Director. Responsible for the day-to-day tasks and administrative duties of the office of the Director.

Duties include:

- Managing the office of the Director of Commercial Services Department and ensuring that equipment in the office are kept in good condition.
- Receiving letters addressed to the Director and keeping an effective filing system to ensure the prompt retrieval of documents and letters, when needed.
- Drafting letters, reports and briefs.
- Customer Service training and First African Air-Expo duties.

Position : Office and Records Assistant (Intern)
Employer : Legon Branch / Records Department, SSNIT - Accra.
Date : June 2015 to Sept 2015 / June 2016 to Sept 2016

Duties (Records Assistant) include:

- Inputting of biometric data of customers of the Trust into Trust's mainframe and report generation.
- Receiving, sorting and capturing of customer documents.
- Batching, Jacketing and Filing of customer documents.
- Extraction of documents for Pensioners and General Office Admin duties

Duties (Office Assistant) include:

- Compliance Unit;
 - i) Registration of establishments and workers
 - ii) Conducting inspections, auditing financial records (salary books as well as PAYE records to establish compliance.)
- Registration Unit;
 - i) Assisting customers of the Trust with the completion of registration forms
- Data Unit;
 - i) Capturing of registration forms and contribution reports into the SSNIT mainframe system.

CERTIFICATES

The Fundamentals of Digital Marketing
 Google Digital Skills for Africa (Google)

- April 2020.

Google Ads Display Certification - Google	-	April 2020
Coding Fundamentals - Google Grasshopper	-	May 2020
Digital Marketing Fundamentals SCDM-F (SM-Study, India)	-	April 2020
Introduction to Computer Science Harvard University (edx)	-	Ongoing
Web programming with Python and Javascript Harvard University (edx)	-	Ongoing
HTML, CSS And Javascript for Web Developers John Hopkins University (Coursera)	-	Ongoing

SKILLS

- Front-End Web Development
- Google Ads, Social Media Marketing, Facebook and Instagram Ads
- Graphic and Wireframe Design

INTERESTS

- Watching and playing football and basketball
- Reading books
- Working on website design projects(HTML, CSS, Bootstrap, etc.)
- Working on product ideas, designs and projects (Adobe XD and Figma)

LANGUAGES SPOKEN

English (C2), Akan (Twi - C2), Ga (B1), Fante (B1), Spanish (A2), French (A2), German (A2).

REFEREES

Stephen K. Yeboah
Rtd. Director, Commercial Services
Ghana Airports Company Ltd.
KIA - Accra
yeboah.stephen@gacl.com.gh
(+233) 026 201 8316

Jennifer Hiamey
Complaints and Adjudication Officer
SSNIT Head Office
Accra
jhiamey@ssnit.org.gh
(+233) 024 438 2272