

SAMUEL AKONOR TETTEY-FIO

P.O. Box 6057, Accra - North, Ghana Phone: +233209044981
E-mail: Samuel.tfio@gmail.com Website: www.samuelttetey-fio.com

PROFILE SUMMARY

Social Network, Digital Marketing and Sales Strategist with experience spanning across the banking, insurance, automobile, travel, gaming, technology, real estate, educational, entertainment, pharmaceutical and pesticide industries. I look forward to using my skills and experience gained over the years from working with brands and companies to help execute any tasks, help organizations to achieve its goals and vision and leave a lasting positive impact.

EDUCATION

Ghana Technology University College (GTUC) (September 2013 - June 2017)

B.Sc. Information Technology

Modules: Advanced Java Programing, Database Design, Software Reliability, and Advanced Visual Basic.

PROFESSIONAL DEVELOPMENT

International Business Certification - Coventry University.

Digital Marketing Certified - Google Africa.

Social Media Certified – HubSpot Academy.

Digital Strategy, Building a Product Strategy, Closing Sales certified – LinkedIn.

AWS Certified Solutions Architect – Udemy.

Complete Digital Marketing Course – Udemy.

Enterprise Architecture Course – Udemy.

WORK EXPERIENCE

Digital Marketing Executive (Remote)

esSense13 (November 2020- Date)

- Content ideation, development and scheduling.
- Digital Advertising (Facebook, Instagram and Google Ads).
- Community Management and Data Analysis.
- Digital Strategy and Campaign Development.
- Website maintenance.

Digital Marketing Manager (Contract)

BlueStar Ghana Health Network (December 2020 – March 2021)

- Content ideation, development and scheduling.
- Digital Advertising (Facebook, Instagram, Twitter, Google Ads and Influencer Marketing).
- Community Management and Data Analysis.
- Digital Strategy and Campaign Development.
- Chatbot Management for Facebook and Reporting.

Digital Marketing Lead (Part time)

Feenix Ghana (May 2020- Date)

- Content ideation, development and scheduling.
- Digital Advertising (Facebook, Instagram, Twitter, Google Ads and Influencer Marketing).
- Community Management and Data Analysis.
- Digital Strategy and Campaign Development.
- User engagement strategy.

Digital Marketing Lead (Remote)

Krom App (September 2020 - April)

- Content ideation, development and scheduling for social media.
- Content development/Data entry for mobile app.
- Digital Advertising (Facebook, Instagram and Google Ads).
- Community Management and Data Analysis.
- Digital Strategy and Campaign Development.
- Website Development and maintenance.

Head of Digital & Account Executive

Afiba Consulting (July 2019 - Date)

- Team lead of five.
- Campaign management, strategy, Google Ads and 3rd Party Website Media buying for clients.
- Content Strategy and Development.
- Client relationship management.
- Product development and Website Design.

IT Service Delivery and Business Intelligence Engineer

Busy Ghana (July 2017 – July 2019)

- Developed HR Management System (Open Source) and Java based projects.
- 3rd Party Integration with Vendors.
- SSL certificate implementation on servers.
- Website, App, Server and software Maintenance.
- Generating report for marketing and finance department

Digital Marketing Manager

Twellium Ghana (March 2017 – November 2018)

- Team lead of two.
- Manage the social media accounts for Rush Energy Drink, Verna Mineral Water, Run Energy Drink, Rasta Choco Malt and Planet Drinks.
- Content strategy, social media campaign development, media buying, reporting and search engine optimization
- Web design and management.

Digital Marketing Executive

DriveTry UK (August 2017- October 2017)

- Developed social media campaigns and content strategy for launch.
- Managed social media accounts and media buying.
- Prepared social media reports for analysis and decision making.

Software Developer Intern E-services Africa

Ltd (June 2016 – August 2016)

- Created service and contact us pages on the company's website.
- Performed system administration tasks, networking tasks and reviewed products before deployment.
- Made changes to the customer relationship management web application the human resources were using.

KEY SKILLS

Digital: Digital Transformation, Digital Sales Strategy, Product Management , YouTube Marketing, Twitter Marketing, Facebook Marketing, Digital Marketing Campaigns, Content Strategy, Search Engine Optimization, Online acquisition, Google Analytics, Google Ads, Facebook ads, Octoboard, Canva, PhotoShop, HootSuite, and Microsoft Office Suite.

Other Skills:

Project management, Events Planning and Organizing, and Customer Service.

LEADERSHIP

- Busy Student Ambassador (2017)
- GTUC Student Representative Council (SRC) Entertainment Committee Chair (2016/17) and GTUC SRC Welfare Committee member (2015/2016)

VOLUNTEERING WORK

Photographer and Social Media Live streamer at Light House, Qodesh and Web Developer Tutor at Curious Class.

INTERESTS Gaming, Music, Swimming, Movies, Travelling, Blogging and Photography.

BRANDS I HAVE WORKED WITH:

- Samara Industries
- Marie Stopes Ghana
- Access Bank Ghana
- Ministry of Communication
- Ghana Investment Fund for Electronic Communications
- JM Add and Sons
- Borges Ghana
- aYo Ghana
- BlueStar Health Network Ghana
- MTN Unigeek Challenge
- Somoco Ghana
- Twellium Ghana
- British Council Ghana
- Yfm Ghana
- Jumia Ghana
- Adansi Travel and Tours
- Ghana Entertainment awards
- Jubilee Travel and Tours
- Ebet Ghana
- Keed NLA
- Legacy Music Group
- FlexiBee Wear
- DriveTry
- Vincsys Consult

CAMPAIGNS I HAVE WORKED ON:

- Access Bank Save More Win More Promo
- 112 Emergency Line Campaign
- aYo Ghana 2 million
- GIFEC - Stop Hatred Campaign
- Adansi Travels Christmas Campaign
- Ebet Ghana
- Drive Try Uk Launch
- Twellium Burkina Faso launch
- Keed NLA Lucky 3 Promo
- Somoco Boxer X Challenge
- Verna Changing lives
- British Council Ghana Study UK Fair 2020
- MTN Unigeek Challenge 2020
- BlueStar Awareness Campaign 2021