

KOJO GYAN KUMI

SUMMARY

I build fast, SEO-optimized websites with modern CMS tools, craft blockchain solutions in Solidity, and leverage design expertise to shape cohesive brand identities. Functional, scalable, and visually intentional.

EXPERIENCE

Digital Marketer

Rigworld Group | Accra, GH | October 2020 - Current

- Oversaw social media and digital marketing strategy to increase brand exposure and audience engagement.
- Developed creative digital content and unique campaigns to drive brand exposure.
- Tracked and analyzed social media and online marketing initiatives.
- Gathered analytics data from digital marketing across multiple platforms.
- Designed, managed and maintained company website by writing content, directing video designs and designing email, HTML and in-text email promotions.

Graphic Web Designer

Certified Digital Marketing Professionals | Accra, GH | July 2020 - October 2022

- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Formatted print and web application designs and media to deliver production-ready graphics.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.

Intern

BlueSpace Africa Technologies | Accra, GH | July 2019 - July 2020

- Worked well in team environment as well as independently.
- Built and managed a Chatbot.
- Participated in various extracurricular activities to build skills set.
- Worked alongside senior team members to learn related job tasks and roles.

WEBSITES, PORTFOLIOS, PROFILES

- <https://atlantictowergh.com>
- <https://quarisolutions.com>
- <https://sbk-schoo>

CONTACT

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SKILLS

- Web analytics
- Web programming proficiency
- Google Analytics proficiency
- Marketing automation
- Social media marketing
- WordPress
- Adobe Creative Suite Applications
- CMS platforms
- Scripting
- Smart Contract
- Wireframes

EDUCATION AND TRAINING

Backend Development

Alx Africa

September 2019

Associate in Java Technologies

NIIT, Ikeja Lagos

September 2019

High School Diploma

Edinaman Secondary School, Elmina

May 2015