

Nii Nai Ako-Nai
321 Bethnal Green Road, E2 6AH
07555642002
niinaifiako@gmail.com

EDUCATION

BA Business of the Creative Industries, University of York, September 2021 - July 2024

3rd year student, Modules completed: Creative Business Strategies(2:1 [65%]), Content Development (2:1 [66%]), Story(2:1 [65%]), Screen Production Methods (2:1 [63%]), Interactive Media and Society (2:1 [61%]),Gaming Industry and Culture (2:1 [65%]) Creative Materials (2:2 [58%]), Creative Business Leadership (2:2 [57%]), Business for Performance(2:2 [57%]), Business for Screen (2:2 [57%]), Creative Business Method: Finance, Planning and Law(2:2 [52%])

SOS Hermann Gmeiner International College, September 2017 - June 2021

Distinction in IGCSE (10 Subjects); 10 A*-C; A in English, A in Math

Diploma earned in International Baccalaureate (6 Subjects); 6 6-5; 6 in English Literature, 5 in Math (Analysis and Approaches)

WORK EXPERIENCE

Paid Internship. Duration July 2021- September 2021

Writer, Researcher, Data Wrangler, Social Media Manager/Content Creator.
Glitz Africa. Accra, Ghana.

Summary

- I researched and made content for the company website. I wrote articles that garnered the highest reads for the respective months I was at the company. I also researched personalities and talent the company could use for various purposes e.g I found an artist for our digital magazine cover that had the highest engagement on the company's instagram
- As a social media manager and content creator I made a plethora of promotional content for the company; I managed to boost their engagement and views across a variety of platforms e.g: Instagram reels, Instagram and Youtube livestreams and articles.
- I did all the graphic design, BTS videos, video editing and photography for all the assignments I worked on.

Paid Internship. Duration: September 2021-December 2021

Social Media Strategist/ Analyst/ Content Curator
Golden Child Entertainment Ltd

Summary

- I worked with upcoming artist Amaarae to boost her social media presence, especially on tik tok. She had 1K followers and the goal was to get her to 50K. She had 73.6K followers by my departure.
- I was also tasked with pushing her music on Tik Tok. I got two songs to go viral. First was

“Fancy” which got a couple hundred videos and the second was “Sad Girlz Luv Money” which got over 1 Million videos under the soundbite on the app.

Freelance Work

Photographer and Dancer

Highlights

- Photography for ‘Matte Brand’s’ brand campaign
- Photography featured in two magazines: “Hard Magazine” and “Kenga Magazine”
- Choreographed for music artist Sofie’s music video “We Dey”
- Portfolio will be sent upon request

Skills and Interests

Skills: Filming & Editing (Adobe Premiere Pro; Adobe After Effects), Graphic Design & Photography (Adobe Photoshop, Adobe Lightroom), Dance, Music (Guitar and singing), Social Media Management/Analysis/Curation/Strategist, Researcher, MS word, MS Excel, MS Powerpoint, Office 365.

Extracurricular: Dance Clubs in both Highschool and University, Photography Club in highschool, Business Management clubs in Highschool, Debate Club in Highschool, Women’s Empowerment Club.

Other Interests: Video Games, Communication and Psychology.

Positions of responsibility

Director of Marketing - Consortium Club (An entrepreneurship club), Tuckshop (A campus provisions store)

Creative Director - Photography Club, Debate Club, 8 Counts (Dance Club), Mogul (Women’s Empowerment Club)

President: Photography Club, 8 Counts (Dance Club)