

## WORK EXPERIENCE

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Paid Internship. Duration: September 2021-December 2021

Social Media Strategist/ Analyst/ Content Curator

Golden Child Entertainment Ltd

### Summary

- I worked with upcoming artist Amaarae on her team to boost her social media presence. I was assigned to personally work on her tik tok. I provided the team content ideas for her social media pages. Which took her from 1K followers to 73.6K followers by my departure.
  - I also collaborated with other content creators to help create content pertaining to her and her music. This eventually led to the huge success of two songs going viral on tik tok namely Fancy and Sad Girlz Luv Money.
  - The Sad Girlz Luv Money sound went from 150 videos to 6.4 million by my departure.
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Paid Internship. Duration July 2021- September 2021

Writer, Researcher, Data Wrangler, Social Media Manager/Content Creator.

Glitz Africa. Accra, Ghana.

### Summary

- I worked as a researcher finding interesting stories and anecdotes for content for the company website. I also researched and compiled lists on personalities and talent the company could use for various purposes.
  - 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 lives, articles, graphic designs and youtube live streams
  - Due to the amount of digital content I was handling I had to take on the role as a data wrangler as well, keeping the various content on multiple drives and online storages.
  - I wrote a couple of articles for the company website that garnered some of the highest numbers for the respective months at the company.
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Project Work

Content Creator

### Summary

- I am an avid content creator. In less than a year I have amassed:  
Tik Tok - 8.7K followers  
Instagram - 1.5K followers
  - I have started my own popular trends on social media and have multiple viral videos.
  - My videos have very high engagement, reach and diverse viewership
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Photographer

### Summary

- I creative direct, organize and shoot my own photography series' and concepts. These can be seen in my portfolio

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## EDUCATION

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

1st year student, Modules include: Content Development, Business for Screen, Film Production Methods, Business for Performance, Creative Materials(63%), Story (73%).

### **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)

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### **Skills and Interests**

**Skills:** Filming & Editing (Adobe Premiere Pro; Adobe After Effects), Graphic Design & Photography (Adobe Photoshop, Adobe Lightroom, Canva), 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)

### **References:**

**Glitz Africa:** Claudia Lumor(CEO): +233 50 500 0247; [clumor@glitzafrica.com](mailto:clumor@glitzafrica.com), Brimah Mahmoud(Supervisor): +233 26 989 8295; [brimah@glitzafrica.com](mailto:brimah@glitzafrica.com).

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