

Nii Nai Ako-Nai
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EDUCATION

University of York September 2021 - July 2024

BA Business of the Creative Industries

Current Grade: 2:1

Expected Grade: First (Dissertation: Analyzing the use of transmedia storytelling across the Creative Industries, its impact on creative business strategy, effect on art and implications for artists.)

SOS Hermann Gmeiner International College August 2017 - July 2021

IGCSE 10 Subjects

Distinction; 10 A*-C; A in English, A in Mathematics

International Baccalaureate

Diploma 6 Subjects

6 6-5; 6 in English; 6 in Mathematics (Analysis and Approaches)

WORK EXPERIENCE

Hot Futures UK July 2023 - September 2023

Sales Assistant

- Delivered great customer service resulting in an achievement of one thousand pounds plus in sales every shift
- Efficiency in workflow resulted in increased trust and responsibility. This led to working multiple locations across London

Glitz Africa. Accra, Ghana July 2021 - September 2021

Media Intern

- Extensive research and great writing skills led to the creation of high quality content for the company website, achieving the highest read articles on the company website.
- Produced and launched a successful digital magazine the company uses till date.
- Boosted their social media engagement on instagram by 120% through close monitoring of data and numbers of platform performance.
- Responsible for all the graphic design, BTS videos, video editing and photography for all the assignments worked on

Goldenchild Entertainment September 2021 - December 2021

Media Intern

- Achieved growth in social media following by over 70 thousand for my client, music artist 'Amaarae' by adopting a thorough social media plan which involved a multi-platform approach, relatable yet casual posting and engagement with fan accounts.

- Curated a social media plan which involved liaising with prominent social media personalities across different genres and styles as well as consistent fan engagement. This turned Amaarae's song "Sad Girlz Luv Money" into a viral hit on the social media app Tik Tok with over 1 million plays on the platform.

Freelance Work

Photographer/Dancer

- 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

- Adobe Suite: Premier Pro, Photoshop, Lightroom, After Effects
- Social Media Management & Strategy
- Researcher
- MS Suite: Excel, Powerpoint, Word

Extracurricular:

- President of Photography and Dance club
- Gamer