

Carriculum Vitae

DIGITAL MARKETING. STRATEGY. GRAPHIC
DESIGN. BTL EXECUTION.



Carl **ASAFO - AGYEI**

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www.carlxworld.com

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DIGITAL MARKETING. STRATEGY. GRAPHICS. BTL.

PROFILE

10-year design and creative career spanning **STRATEGY, DIGITAL MEDIA, PLANNING**, bringing a proven knowledge of **CREATIVE CONCEPTS, VISION, COMMUNICATION** and **MANAGEMENT**.

Unswerving **FOCUS** on business results, extremely deadline driven and **TALENT** for building supportive environments that brings out the best in creative professionals.

EXPERTISE

Creative Strategy

Years experience in strategic thinking with extensive expertise on both client and platform side - delivering strategies and ideas for brands and the people who matter to them. Industry recognized solutions and a deeper understanding of the playfield. [Brand Strategy, Digital Platforms, Events and Activations].

Digital Marketing & Websites

Develop and manage web presence, including social media engagements, Website design and management for brands such as Donewell Insurance, Buena Vista Homes, Millennium Marathon Sports Limited, Eve Ghana, Millennium Excellence Awards, and others.

Management & Execution

Extensive experience in managing large projects and teams in a deadline driven environment, Excellent Communication, Writing and interpersonal skills. Strategic thinking, problem solving and good planning and organizational skills.

Creative Design

Skilled graphic designer with over a decade of experience in the field. Dedicated to staying up-to-date on new techniques and procedures related to graphic design. Excel at web development and video editing software programs. Manage multiple projects simultaneously.

Applications

Mac OS, Windows, Adobe Creative Suite, Adobe Acrobat Professional, Social Media Management tools, Google Sketch Up, Microsoft Office, Brand Analytic Tools, UX Design, Web CMS Platforms, HTML, CSS, Mobile App, Google Ads, and Analytics.

EDUCATION

BSc. INFORMATION TECHNOLOGY

Pentecost University College
2006 - 2010

ADVANCED PROF. IN GRAPHIC & WEBSITE DESIGN

IPMC College of Technology
February - August, 2012

ADVANCED DIGITAL MARKETING

Online Course by UDEMY

INTERESTS



Music



Reading



Football



Surfing

REFERENCE

Available upon request



Phone

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Email

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Website

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Address

#209 Dar Es Salam Street,
Haatso Ecomog, Accra

WORK EXPERIENCE

Creative Director

Present

X-CS Ghana, North Legon, Agbogba, Accra

Website Design, Development, & Promotions | Creative design, Print Production, & Branding | Digital Marketing | Strategy & Implementation | Signage Design, Production, and Installation | Social & Online Media Campaigns | Social Media Page Setup & Management. etc.

Key Highlights:

- **Buena Vista Homes;** Social Media Channels Management and Promotions
- **Edem;** Music Video Promotion on YouTube (Favor Song) | Over 40K views in 14 Days
- **WeMingle;** Graphic Design, Social Media Channels Creation, Design and Management, App Promotion (over 2k downloads in 30 days), Online Campaign, etc.
- **JMK Consult;** Brand Identity Design (Logo, Call Card, Letterhead, Pull up banner, etc.), Corporate Profile and Brochures, etc.
- **Millennium Excellence Foundation;** Website Design, Management, & Promotions (5k Web views in 14 days)
- Other website, graphic design, and Social Projects; www.carlxworld.com

WORK EXPERIENCE (Con't)

Digital Marketing Manager (International)

2019 - 2020 **Harley Reed, Adabraka, Accra**

Provide creative and digital support for the company's local offices in London, Ghana, South Africa, Nigeria & Zimbabwe to expand their marketing offerings including email campaigns and online advertising | Planning, developing, implementing and measuring the marketing, communications, both external and internal, delivering measurable projects and campaigns on time, within budget and to a consistently high quality | Ensure the effective day-to-day running and updating of company's website ensuring its safety | Monitor, co-ordinate and manage the company's corporate social media channels and develop online presence through activities to increase reach, engagements and interactions | Ensuring that brand guidelines are implemented across the group with respect to online and digital communications | Worked with the business development managers to develop an active marketing strategy.

Strategy, BD, & Digital Marketing Executive

2017 - 2019 **Verdant Zeal Communications Limited, Kokomlemle, Accra**

Develop and design marketing strategies that are aligned with business targets and objectives | Design and manage digital marketing strategies and campaigns to increase web traffic and brand awareness. (Successfully planned and implemented 4 different online campaigns for Donewell Insurance) | Generating innovative ideas and concepts to promote brands and products | Conduct research and analytics on brands and companies | Developing interactive creative designs to communicate strategy and concepts | Presenting finalized ideas & concepts to clients | Involved in designing of advertisements, brochures, handouts, flyers and online graphics.

BTL Engagements:

Planned and successfully coordinated corporate events for **MTN Ghana** including; two Away Day Events at Maaha Beach Resort and Atlantic Hotel, Takoradi, MTN Ayo Launch (Rawlings Park, Accra), MTN Momo at 10 event (Swiss-Spirit Alissa Hotel, Accra), MTN TurboNet activations, etc. | **Samsung Ghana Events;** Twin Turbo Experience, Samsung Galaxy A8+ Media Launch and a host of other events and activations.

Digital Media:

Planned and successfully executed 4 different campaigns between 2017 and 2019 reaching over 5 Million impressions over the period. **Key Activities:** planning, content generation, graphics support, video ideation and implementation, Social Channels Management, etc.

Creative Head

2016 **Swivel Marketing, East Legon, Accra**

Lead creative sessions for project kick-offs | Manage multiple projects from concept through to completion | Establish creative direction and manages team members | Design suitable plans as per requirements of clients | Conduct web analytics on brands and companies | Provide quality control over concepts and creative projects | Thinking creatively to produce new ideas and concepts and developing interactive design | Provide creative support to Swivel Marketing Nigeria.

Creative Designer

2015 **Swivel Marketing, East Legon, Accra**

Designing & creating marketing materials on a range of projects | Designing pitches and presentations[proposals] for the sales team | Working with a range of media, including photography, to create final artwork | Involved in designing advertisements, brochures, handouts, flyers and online graphics | Collaborated with other graphic designers to complete large scale projects | Research and brainstorm to generate innovative ideas for brands, promotions and events.

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WORK EXPERIENCE (Con't)

Computer Instructor/Technician

2010 - 2014 Mizpah School, Kentinkrono, Kumasi

National Service: November, 2010 – August, 2011 | ICT Instructor | Operating system and application software and hardware installations and configurations | Monitoring and tuning performance of computers in the computer laboratory | Maintaining or repairing computer equipment | Troubleshooting a variety of computer issues | Offering technical support to students and other staff members | School Sports and Inter-houses activities coordinator.

Achievements:

Won the Head Teacher's Special Award for Diligence and Hard Work for the 2011/2012 Academic year | Successfully organized the school's maiden family reunion which brought together, old staff, current staff and old students.

Cafe Assistant

2005 - 2006 Sunrise Internet Cafe & Business Center, Oduom, Kumasi

Served clients in person, and assisted customers | Designed advertisements, brochures etc. | Application software installations and configurations | Creating and maintaining user accounts | Monitoring and tuning performance of computers on the network.

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