

CARBELL KOFI SARFO

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Personal Profile

I am an energetic, ambitious individual who always strives to achieve the highest standard possible. I have a proven record in designing and developing websites and graphic designing. I have strong technical skills as well as excellent interpersonal skills, allowing me to be able to interact with a wide range of clients. I am a fast and continuous learner and accustomed to working in a challenging and fast-paced environment.

Core Skills

- A computer genius
- Leadership
- Working with the Microsoft office suite
- Excellent communication, writing, listening and recording skills
- Visual Design
- Video Editing.
- Social media marketing
- Digital Photography
- Email Marketing.

Work Experience

1. Segula Global October, 2023 to Date,

Job Title: Brand Strategist and Content Creator

Responsibilities include:

- Measuring KPIs that are relevant to marketing and sales efforts.
- Ensuring that branding is consistent throughout all online and offline media channels.
- Performing target audience research.

- Leading idea generative and brainstorming sessions.
- Analyzing market trends to stay up-to-date with current developments.
- Creating attractive brand stories
- Creating brand architecture, including messaging, logo, campaigns, and creative materials.
- Creating compelling content aligned with the client's personal brand.
- Guiding clients through the podcast creation process, record and edit episodes, coordinate with the content creator, and promote podcast episodes.
- Developing visual assets, such as images and infographics, to complement the content.
- Assists clients in creating and managing podcasts to showcase their expertise and thought leadership.
- Providing all IT needs for the organization.

2. Women Leadership in Insurance, Africa (WLIAFrica) February, 2023 to Date,

Job Title: IT Consultant & Social Media Manager

Responsibilities include:

- Troubleshoot and resolve any problems with the organization.
- Designing and executing the organization's social media strategy.
- Produce content for organization's social media.
- Run Email campaigns for: webinars, newsletter.
- Provide all IT needs for the organization.

3. Admintelecom Academy: November, 2022 to date

Job Title: Administrative Assistant

Responsibilities include:

- Sell companies products to potential customers.
- Explain company services to clients
- Facilitate receipt of payments for the companies services
- Provide graphic design and video editing for the organization's social media.
- Assist trainers during sessions.

4. Web Designing / Web Development June 2019 to date.

Responsibilities included:

- Designed and built a mobile-friendly website using HTML, CSS and JavaScript.
- Planned website development, converting mockups into usable webs presence with HTML, JavaScript.
- Employed search engine optimization tactics to increase reach of targeted audience.
- Embedded media into sites using reliable, streamlined protocols and technologies

5. Superior Fountain Press, Madina: July, 2021 to November, 2021.

Job Title: Graphic Designer / Printing Attendant

Responsibilities include:

- Developed creative design for print materials, brochures, banners and signs.
- Created and edited documents using Microsoft Office Suite.
- Worked with Adobe Photoshop and CorelDraw to design and develop designs for clients.
- Issuing commands and working with printers.
- Took photographs of customers and printed passport pictures for customers.

6. Photography, June 2019 to date.

Responsibilities included:

- Photographed high-quality images for various print and digital projects.
- Digitally edited photos to enhance appearance.
- Edit, color-grade and upload photographs for publications.
- Determine and adjust subject position, props and lighting.
- Scheduled and booked locations for photo shoot, working collaboratively with clients and contacts.

Educational Background

Qualification

Certified Telecommunications and Networking
Specialist

Software Engineering

Bachelor of Business Administration

Institute of Chartered Accountants (Level 2)

WASSCE

Institution

Admintelecom Academy

ALX

University of Professional Studies,
Accra

Institute of Chartered Accountants
(Ghana)

Presbyterian Boys' Senior High

Languages

- English
- French (intermediate)
- Asante Twi

Referees

Sheila Wristberg

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Esther Atiogbe

Lecturer (UPSA)

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