





BENJAMIN DE-GRAFT DONKOR


DIGITAL MARKETING EXECUTIVE | GOOGLE DIGITAL SKILLS TRAINER

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SKILLS

- Digital Marketing Strategy
- Google and Meta Ads
- Data and Web Analytics
- Google Analytics 4 and Tag Manager.
- Social Media Management
- PPC Campaigns
- Search Engine Optimization
- Salesforce and HubSpot CRM
- Email Marketing (MailChimp)
- Graphic Design and Video Marketing (Photoshop and Canva)
- B2B web strategy with emphasis on conversion rate optimization.
- Ability to lead and collaborate within a team and across a broad set of stakeholders.
- Attention to details and metrics
- Excellent problem-solving and communication skills.
- Ability to navigate initiatives in a fast-paced environment.

EDUCATION

BSC (HONS) BIOLOGICAL SCIENCES

University of Ghana

2014 - 2018

WEB DEVELOPMENT AND DESIGN

Agape Harvest Institute

2016 - 2017

W.A.S.S.C.E. CERTIFICATE

Presbyterian Boys' S.H.S.

2014

CAREER PROFILE

A productive and data-driven digital marketing professional specialized in digital strategies, Google and Meta Ads, data and web analytics, PPC campaigns, SEO, social media management, email marketing and digital skills training. I am a tech enthusiast and team leader with the passion to help businesses and organizations achieve top online visibility for their products, services and overall growth objectives. Skilled in managing project timelines, coordinating with creative teams, maximizing ROIs, engaging target audiences and tracking campaign performance. Under the Google digital skills program, I have also helped to train over 6 million people across Sub-Saharan Africa and boosted the digital marketing of 150 SMEs in Ghana.

WORK EXPERIENCE

Digital Marketing Executive - Akka Kappa Ltd (Accra, Ghana)

Feb 2023 - Present

- Develop digital marketing strategies to improve overall digital visibility and sales.
- Create professional PPC and email campaigns to target clients for max conversions.
- Manage all the company's social media accounts to increase visibility, widen our reach, boost engagements and sales.
- Monitor metrics, ad performance and review all channels using analytic tools.
- Provide technical insights to marketing campaigns and advise accordingly.
- Prepare and design newsletters, flyers, brochures and other marketing materials.
- Collaborate with the web development team to increase traffic, maximize SEO, increase conversions and resolve technical issues with the website.
- Provide technical support to the Salesforce CRM integration with website.

Digital Marketing Specialist - Africa 118 (Nairobi, Kenya)

May 2021 - May 2023

- Served as the digital marketing specialist of 150 SMEs in my cohort (Ghana) ensuring their individual digital KPIs were achieved over the period.
- Achieved 95% conversion rate for 100+ Google Ad campaigns.
- Developed project action plans and assisted in implementation of industry-based digital strategies for the SMEs in my cohort.
- Set up, tested and ran Social Media (Facebook, Instagram, Twitter) and Email campaigns for all clients for over 80% ROI and leads.
- Successfully managed 40 E-commerce accounts delivering excellent content, leads, impressions and engagements to their respective audiences.
- Trained an average of 120 SMEs monthly from Ghana, Kenya, Uganda, Ethiopia, Rwanda, Tanzania (of which 80% were women-owned businesses) in digital skills.
- Coordinated with the technical team on the website development, email campaigns, Google Ads and social media campaigns.
- Liaised and reported to the various partners/stakeholders in the project (Ecobank, RTK group & NABA) to track and achieve goals for each quarter.
- Awarded as the Digital Marketing Specialist of the year 2021 and Digital Marketing Specialist of the month 5 times.

PROFESSIONAL CERTIFICATIONS

- Google Ads - Search (2023)
- Google Ads - Display (2023)
- Google Ads - Video (2023)
- Google Ads - Measurement (2023)
- Google Ads - Ai Shopping (2023)
- Google Ads - App (2023)
- Google Ads - Creative (2023)
- Google Digital Marketing and E-commerce Specialization (2022)
- Data Analytics (2022)
- Effective Digital Community Management (2022)
- Advanced Content & Social Tactics to Optimize SEO (2021)
- The Fundamentals of Digital Marketing (2021)

HOBBIES

- Reading about technology
- Watching Movies
- Playing Video Games

REFERENCES

- Upon request

Digital Account Manager - Blissnest (Accra, Ghana)

Jan 2021 - May 2022

- Performed research on benchmark marketing trends and strategies to enhance product sales.
- Built their E-commerce website from scratch using WordPress.
- Performed audience segmentation, A/B testing, and analyzed email performance to maximize open rates and conversions.
- Launched several social media campaigns to drive brand visibility and audience engagement.
- Optimized product pages, enhanced user experience, and implemented conversion rate optimization (CRO) techniques.
- Suggest and implement new features to develop brand awareness like promotions and competitions.
- Stay up-to-date with current technologies and trends in social media, design tools, applications and provide a technical report.

Academic IT Tutor - Kids At Heart International School

Sep 2020 - May 2021

- Achieved 95% cognitive development goals of students in my care.
- Responsible for teaching IGCSE and A level students.
- Supervising and handling practical sessions.
- Mentoring students in academia and career development.

Tutor (Part-Time) - Miniversity Education Company

June 2019 - Dec 2019

- Responsible for teaching IGCSE and A level students.
- Supervising and handling practical sessions.
- Mentoring students in academia and career development.

Research and Teaching Assistant (National Service) - University of Ghana

Aug 2018 - Aug 2019

- Responsible for assisting lecturers in organizing and delivering work schemes
- Making presentations and organizing tutorial sessions
- Training students on the use of laboratory equipment
- Mentorship on career development and other leadership responsibilities

Marketing Intern - UMB Bank

June 2017 - Aug 2019

- Customer service duties, welcoming customers, in-house marketing of products and services, calling duties, doing call-overs, filing, making reports, rechecking accounts and balances, etc.

ACCOMPLISHMENTS

- Helped to train over 6 million people in Sub-Saharan Africa on digital skills
- Digital Marketing Specialist of the Year 2021 - Africa118
- Digital Marketing Specialist of the Month of March 2022 - Africa 118
- Head, Digital Media - ALAG Team (2019-Date)
- Lead Digital Skills Trainer - Scribes Global
- Secretary, H.I.S. Theatre, University of Ghana - 2018