

Ebenezer Eshun

GE-305-4989
Gye Nyame Street
Dome, Kwabenya
Accra, Ghana

Contact: +233559614253
Email: eshunyhaw@gmail.com
DOB: November 4, 1999

PERSONAL PROFILE

- Experienced Head of Digital Marketing and Business Development with a proven track record in designing and executing end-to-end digital strategies. Skilled in social media management, ad campaign activation, market analysis, and WhatsApp API chatbot development. Currently pursuing a Fullstack Development certification at Openlabs.
- Beyond marketing, I bring strong business development and operational leadership skills, gained from managing Cradle Premier Network as a founder since 2020. My experience spans employee recruitment, onboarding, team management, and customer service, driving both organizational growth and client satisfaction.
- A dynamic professional who thrives in multicultural environments, I excel at bridging strategy with execution to deliver measurable results.

OBJECTIVE

- To contribute my expertise in marketing and advertising, website design, business development, UI/UX design, and data analytics within a dynamic and challenging environment, driving innovation and measurable growth while supporting the achievement of organizational goals.

ACADEMIC QUALIFICATIONS

- **BA. Linguistics and Kiswahili-Top Up (Marketing Certification)**
University of Ghana (UG) 2019-2024
- **Diploma in Online Marketing**
Google Digital Garage (2022)
- **WASSCE**
Bremas Asikuma Senior High School (2015-2018)

PROFESSIONAL EXPERIENCE

- **United Republic of Tanzania Consulate, Ghana (September 2025 – Present)**
 - Digital Marketing Manager & IT specialist
 - Managing the Consulate's IT systems, ensuring network security, smooth operations, and technical support for staff
 - Designing and managing content for Facebook, Instagram, LinkedIn, and X (Twitter) with effective copywriting
 - Coordinating with consular staff to align IT solutions and digital campaigns with official diplomatic initiatives

- Developing and executing digital marketing strategies to strengthen the Consulate's public image and outreach
- **School of Languages, University of Ghana (February 2025 – September 2025)**
 - Digital Marketing Manager
 - Coming up with the contents ideas and the graphic texts for the designers
 - Posting contents on Facebook, Instagram, LinkedIn and Twitter with the right copywriting
 - Meeting the Dean of School of Languages to brainstorm upcoming events
- **University of Ghana, UG, Accra, Ghana (2024 – 2025 National Service)**
 - Kiswahili Teaching Assistant and Social Media Manager (Swahili Students' Association)
 - Responsible for teaching Kiswahili students each week on topics they find them difficult to understand
 - Responsible for marking exams script and attendance sheets
 - Supervise oral exams during exams and Interim Assessment
 - Assistant Social Media Manager
 - Creation of social media pages for the department
 - Liaising with the students executives to plan weekly events
 - Responsible for creating Kiswahili shorts videos
 - Responsible for the department's branding
 - Formulation of social media campaigns on crime prevention tips and general security
 - Social Media monitoring and evaluation
- **Singer Media Group, New York, USA (2023 – 2024)**
 - Lead Generation
 - Responsible for generating leads with apollo software
 - Performing name research for new brands
 - Performing social media audits for existing businesses online for them to understand their business Strength, Weaknesses, Opportunities, and Threats
 - Submitting weekly performance reports through collaborative tools like Asana and slack
 - Joining weekly meetings on Zoom, and Google Meet to brainstorm new projects
 - Using SEMrush to performing keyword research, competitor analysis, on-page and technical site audits, link building, and rank tracking
- **AIM Renovations, Ontario, Canada (August 2022- November 2022)**
 - Social Media Manager
 - YouTube, Facebook and Instagram Page Creation
 - Sourcing the right products images from image platforms such as pexels, unsplash
 - Scheduling contents with the CTA and copywriting from Monday to Friday
 - Weekly meeting to track analytics
 - Responsible for running paid Ad on Facebook

- **Vegan King Accra (Canadian Based Restaurant in Accra 2021 - 2022)**
 - Social Media Manager
 - Analyzing competitors' social media activities to identify best practices and areas for improvement
 - Collaborating with internal teams to ensure messages are consistent across all channels
 - Managing and monitoring social media accounts to ensure a positive brand image and respond to customer inquiries
 - Creating visuals and copy for social media posts that increased likes and shares
- **Alanyo J Trading Enterprise (2023 – 2025)**
 - E-Commerce Manager
 - Managing multiple social media platforms, including Facebook, Instagram, Twitter, LinkedIn, Google My Business, TikTok and YouTube, ensuring consistent and high-quality content delivery
 - Website Developer with Wordpress and Elementor
 - Designing a professional [e-commerce website](#) from scratch and integrating paystack payment.
 - The Enterprise received positive reviews from customers as the UI reduced their workload when they visit the website
 - Video Editing with Capcut
 - Putting together short videos shot on a phone together using Capcut
 - Ad Campaign Specialist
 - Creating and implementing social media marketing strategies and campaigns that resulted in a 30% increase in brand visibility and engagement and 70% sales generation through sales funnel I created

ICT SKILLS

- Proficient in MS Word, Excel, Google Workspace toolkits, productivity AI tools
- Experienced in WhatsApp Chatbot creation for E-Commerce Business to automate customer service
- Competent in the use of the internet for information research and social media monitoring.
- Basic knowledge in HTML, CSS and JavaScript
- Intermediate knowledge in UI/UX design

OTHER SKILLS

- Strong calendar management and appointment scheduling skills using Google Calendar and Outlook
- Email management and professional correspondence with clients and stakeholders
- Excellent note-taking, transcription, and meeting documentation abilities
- Efficient travel planning, task prioritization, and follow-up coordination
- Ability to manage confidential information with discretion
- Skilled in using productivity tools such as Slack, Trello, Asana, Notion, and AI tools to support executives
- Comfortable in client-facing roles, with strong interpersonal and communication skills

- Adept at organizing virtual meetings, setting reminders, and preparing briefing documents

PORTFOLIO

[LinkedIn](#)

[Past works](#)

[Portfolio](#)

[Websites I have designed](#)