

Bismark Pinkrah

Junior Backend Developer | Digital Operations and Media Specialist | Administrator

CONTACT INFORMATION

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PROFESSIONAL SUMMARY

Versatile professional specializing in Junior Backend Development (in training), with proven experience in Digital Operations & Media Management and Administration. Passionate about building robust systems, enhancing digital presence through data-driven strategies, and driving project completion with efficiency and effectiveness.

KEY ACHIEVEMENTS

- **Automated data entry workflows**, reducing processing time by 50% and improving data retrieval speed by over 50%.
- **Propelled Google ranking to number 1** for Honghai House Ghana, generating 100+ monthly leads via SEO.
- **Slashed Concept 360's operational costs by 15%** through vendor renegotiation and optimized procurement.
- **Amplified Dainness Chef's School's social media engagement by 30%** via targeted video optimization.

TECHNICAL SKILLS & TOOLS

- **Frontend Development:** HTML, CSS, Tailwind CSS.
- **Backend Development (in training):** JavaScript, Express.js, Node.js, MongoDB.
- **Digital Marketing:** Google Analytics, Mailchimp, Hootsuite, SEO tools, Digitals ads (Google ads, meta ads)
- **Design Software:** Adobe Suite (Photoshop, After Effects, Premiere Pro, Illustrator, InDesign), CorelDraw, Filmora, Canva.
- **Productivity & Collaboration:** MS Office Suite (Word, Excel, Outlook, Access, PowerPoint), Google Workspace (Drive, Sheets, Docs, Slides, Gmail, Calendar, Meet), Asana, Zoom, Trello.

PROFESSIONAL EXPERIENCE

MEST - Web Developer (Backend Trainee) | Accra, Ghana

May 2025 – Present

- Actively participating in intensive foundational training for backend development, focusing on core concepts, server-side logic, and database interactions.
- Building a fundamental understanding of programming languages (Node.js basics) and frameworks through structured learning and guided practical exercises.
- Collaborating on introductory projects designed to solidify understanding of backend service integration and development principles.

CoCAHM - Digital Operations & Media Specialist (Part-time) | Accra, Ghana

March 2025 – Present

- Manages and optimizes digital marketing campaigns for engagement and lead generation.
- Oversees content creation, graphic design, video editing, and photography.
- Implements strategies for social media presence and online brand visibility.

Concept 360 - Volunteer, Administrator & Multimedia Coordinator | Accra, Ghana
December 2022 – Present

- Designed diverse marketing materials, managed multimedia production, enhancing brand visibility and client satisfaction.
- Executed extensive campaigns, boosting engagement and lead generation; optimized workflows for efficiency; resolved IT issues.

Honghai House Ghana Limited - Digital Marketer | Accra, Ghana
2011 – December 2022

May

- Developed and launched impactful marketing campaigns, boosting brand visibility and engagement.
- Led SEO, significantly increasing website traffic and search rankings; enhanced user experience via website/email updates.
- Provided crucial IT support; produced compelling graphic content, photos, and video edits.
- Managed social media, branding, travel, and event logistics, streamlining operations.

Dainess Chef's School - Social Media Strategist | Accra, Ghana
2011 – August 2015

February

- Administered social media and content strategy, significantly increasing followers and engagement.
- Analyzed data to launch effective campaigns, enhancing interaction rates; optimized resource allocation.

NEIP(ORios Group) - Business Development Executive (National Service) | Accra, Ghana
September 2015 – August 2020

- Cultivated business networks, boosting customer retention and expanding client base.
- Conducted consultations, providing data-driven insights that boosted revenue and efficiency.
- Provided consistent IT support; organized seminars; optimized procurement for cost reductions.

OTHER ROLES & VOLUNTEERING

- Audit Assistant (Contract) | Accra, Ghana 2024
- Administrative Assistant (Accra Metropolitan Assembly) | Accra, Ghana 2017
- Treasurer & Financial Secretary Assistant (Mt Zion Presy YPG) | Accra, Ghana 2018-2021

EDUCATION

Bachelor's Degree: BSc. Administration (Accounting)

University Of Ghana, Legon, Accra 2015-2019

CERTIFICATIONS

IT and Data: Digital Literacy (IBM, April 2025), Data Fundamentals (IBM, April 2025), Web Development Fundamentals (IBM, Aug. 2024), WordPress for Beginners (Yoast BV, March 2022), Google Analytics for Beginners (Google, Feb. 2022).

Digital Marketing: Search Engine Optimization (Hubspot Academy, July 2022), Digital Marketing (Hubspot Academy, June 2022), Hootsuite Platform Training (Simplilearn, May 2022), Social Media Marketing: Strategy and Optimization (LinkedIn Learning, Feb 2022), SEO Foundations (LinkedIn Learning, Feb 2022), Digital Marketing Foundations (LinkedIn Learning, Feb 2022), Digital Skills: Social Media (Accenture, Nov. 2021), Fundamentals of Digital Marketing (Google, Feb 2021).

Administration: Virtual Assistant (ALX, March 2025).