

Christiana Kobiah

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PROFESSIONAL SUMMARY

Results-driven digital marketer, customer service professional, and IT specialist with expertise in social media management, customer engagement, and technical support. Experienced in handling customer inquiries, resolving concerns, and implementing marketing strategies to enhance brand visibility and customer satisfaction. Skilled in IT support, troubleshooting, and managing digital tools to improve efficiency. Passionate about delivering excellent service and leveraging technology to drive business success.

SKILLS & TECHNOLOGIES

- Customer Service: Client Relations, Conflict Resolution, Communication
 - Digital Marketing: Social Media Management, Content Creation, Analytics
 - Technical Skills: Google Workspace, HTML, CSS, JavaScript
 - Other Skills: Team Leadership, Problem-Solving, Sales & Promotions
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WORK EXPERIENCE

Social Media Marketer & Customer Service Representative

Lamendy Clothing – Accra, Online | March 2022 – Present

- Engaged with customers, answered inquiries, and provided product recommendations.
- Created and executed social media campaigns to boost brand awareness.
- Managed ad budgets and analyzed performance metrics for improvement.
- Collected customer feedback to enhance service quality and product offerings.

Android Trainer & Customer Support

Google Android – Nigeria, Remote | September 2023 – Present

- Trained Android phone promoters on Google apps and new features.
- Provided support and guidance to ensure effective customer interactions.
- Assisted in improving sales strategies through product knowledge training.

IT Support Specialist & Customer Service

Lincoln Community School, Accra | October 2021 – October 2022

- Provided IT support to teachers, students, and staff for Google apps and digital tools.
- Assisted in scheduling classes, generating reports, and troubleshooting technical issues.
- Helped improve user experience by addressing technology-related concerns.

Sales Attendant & Customer Relations

Doris Enterprise, Kumasi – Adum | May 2016 – August 2017

- Assisted customers with product selection and provided pricing information.
 - Managed inventory, organized product displays, and handled transactions.
 - Built strong customer relationships through consistent follow-ups and excellent service.
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EDUCATION

University of Cape Coast

Bachelor's Degree in Information Technology | 2017 – 2021

CERTIFICATIONS & COURSES

- Digital Marketing & Social Media Strategy
- Customer Service & Client Relations
- Front-End Web Development (Ongoing)

PROJECTS & ACHIEVEMENTS

- Developed a Customer Engagement Strategy that increased brand interaction and sales.
- Managed Social Media Ads that improved online reach and conversions.

- Quiz App

My team and I at an IT workshop, successfully created a quiz app using JavaScript and PHP among others. The app was created with educational purposes in mind, allowing users or students to prepare for conducting subjective assessments.

- Movie App.

The purpose of the movie app was to bring users closer to the cinema. The movie app was created using tools like HTML, CSS and JavaScript.

- Obstacle Detection System

The Idea of the obstacle detection system was to design and implement something that would help the blind to detect an object above. My team and I used Arduino for this project.

INTERESTS & ASPIRATIONS

- Passionate about digital marketing and customer experience.
- Aspiring to grow as a marketing strategist and customer relations expert.
- Women Empowerment
- Coking

LANGUAGES

- English
- Twi

