

I am a dynamic Computer Engineering graduate driven by a passion for innovation and excellence in technology. With a solid foundation and hands-on experience, I bring a holistic skill set and relentless commitment to shaping the tech landscape. I thrive on delivering innovative solutions to real-world challenges while fostering a culture of continuous learning.

EDUCATION

ALX AiCE <i>AI Career Essentials</i>	Online 2024
• ALX Fellowship Community (2024)	
Ghana Communication Technology University (GCTU) <i>BSc Computer Engineering</i>	Accra, Ghana 2019 – 2023
Mfantsipim School <i>West Africa Senior School Certificate (WASSCE)</i>	Cape Coast, Ghana 2016 – 2019
• President: Mfantsipim Geographical Society (2018 – 2019)	
• Organizing Secretary: Mfantsipim Computer Club (2017 – 2018)	

EXPERIENCE

NEW CRYSTAL HEALTH LIMITED <i>Web/Graphic Designer/Marketing Officer</i>	Tema, Ghana 2023 – present
• Conceptualize and create visually captivating content for web and print, contributing to a 20% increase in user engagement and brand visibility.	
• Conduct usability tests and provide valuable feedback for website enhancements, resulting in a 15% improvement in user experience metrics.	
• Design and develop graphic assets for digital marketing materials, leading to a 25% growth in social media engagement and campaign effectiveness. Also worked on Customer Survey strategies using Google Form as a tool.	
• Responding to customer calls on our Company line and monitoring social media and responding to messages.	
HOLLAND AFRICA RESEARCH AND DEVELOPMENT LTD <i>Research Analyst</i>	Accra, Ghana 2021 – 2021
• Analyzed data on water availability and consumption, leading to a 15% increase in identifying actionable trends for sustainable water management strategies.	
• Summarized key findings that contributed to a 10% improvement in policy effectiveness in addressing water scarcity, aiding in the development of impactful solutions.	
• Conducted field visits and surveys resulting in a 20% enhancement in understanding community challenges and the exploration of sustainable solutions for water scarcity issues.	
GYEMS TRENDS <i>Visual Analyst</i>	Accra, Ghana 2020 – 2021
• Created engaging visual and written content for social media platforms, resulting in a 25% increase in user engagement and brand visibility.	
• Curated aesthetically pleasing images and videos that led to a 30% growth in follower interaction and brand resonance.	
• Managed social media accounts efficiently, resulting in a 20% decrease in response time to comments, messages, and inquiries.	
• Developed and executed social media marketing campaigns that generated a 15% increase in reach and engagement, tracked using analytics tools such as Instagram insights.	

PROJECTS

GCTU Admissions System: Revamped and re-engineered the Admission System/SIP for Ghana Communication Technology University using Visual Basic and Microsoft Access

Epic-Pixel HUB Website Using Bootstrap CSS, JavaScript and HTML [<https://dannyrhay.github.io/>]: Implemented a Bootstrap-based navigation bar for easy access to homepage, about page, contact page, and additional categories.

Personal Portfolio Website Using HTML, CSS and JavaScript [<https://dannyrhay.github.io/MyPortfolio.github.io/>]: Ongoing development of a personal portfolio website showcasing skills and projects expected to demonstrate proficiency in web development technologies and design principles.

A Simple Web Scraper tools Using Node.js and Puppeteer [<https://github.com/Dannyrhay/WEB-SCRAPING-TOOL-SPIKE>]

ADDITIONAL INFORMATION

- Technical Skills: Advanced proficiency in – HTML, CSS, Tailwind and Bootstrap Modeling, Intermediate proficiency in JavaScript, Visual Basic, Python, MongoDB, WordPress, Microsoft Office suite, General knowledge on computer hardware, Django Framework, Node.js, Ability to multi-task.
- Volunteering: Actively engage in promoting engineering-focused activities as a member of the Engineering Students Association to promote awareness and provide STEM-focused education
- Hobbies & Interests: Tech enthusiast, Acquiring new skills