

# Doreen Wuaku

No 13 Adenta Close, Adenta • +233246273377 • hageelorm@gmail.com • linkedin.com/in/doreenlux-25992

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## Brand Strategist

Motivated, enthusiastic, punctual and reliable with experience of management in both start-ups and established organizations. Skilled in public speaking, organizing people and a team player.

## WORK EXPERIENCE

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### Upwork Inc • 01/2020 - Present

#### Freelancer

- Identify market trends and preferences through extensive research, leading to an increase in client satisfaction and informed decision-making.
- Transcribe and translate documents with 90% accuracy, saving the client time and ensuring accurate communication.
- Copywriting and proofreading

### Peduase Valley Resort • 09/2022 - 08/2023

#### Brand Strategist

Peduase, Ghana

- Creation and strategic distribution of artworks on social media and OOH advertising points to give brand more visibility
- Generation of concepts, new products and more revenue generating avenues for resort
- Supervising activity on all social media platforms
- Managing all billboards, lamp posts, and other promotional resources
- Market research and competitor analysis to generate new marketing strategies
- Planning and execution of major events e.g. Christmas, Easter, Mother's Day, Father's Day, etc.

### Giddins • 04/2019 - 12/2019

#### Brand Strategist • Internship

Accra, Ghana

- Increased sales by 50% through collaborative development of marketing strategies with CEO, resulting in a boost in brand visibility and customer engagement.
- Enhanced official website by updating X products, resulting in 30% increase in online sales and improved customer satisfaction.
- Successfully organized participation in local and international fairs/exhibitions, resulting in an increase in brand visibility and growth in sales.

### Appen Global • 08/2018 - 03/2019

#### Social Media Evaluator

- Social media content curation
- Social media content evaluation

### Giddins • 01/2019 - 01/2019

#### Brand Strategist

- Collaborated with CEO to develop marketing strategies to enhance sales
- Managed official website by updating products, prices, and managing sales
- Managed social media profiles of Giddins Innove on Facebook, Instagram, and WhatsApp
- Organized participation in fairs/exhibitions (both local and international) and pop-up sales in hotels

## **Peduase Valley Resort • 04/2018 - 08/2018**

### **Intern**

**Peduase, Ghana**

- Worked in different departments including Receptionist, Waitress, Room Attendant, and Accounts office
- Assisted in guest check-in and check-out, took drink orders, ensured rooms were clean, and assisted in stock taking and general administrative duties

## **School of Public Health, Accra, Ghana • 01/2015 - 01/2016**

### **National Service Personnel**

**Accra, Ghana**

- Served as a project and administrative assistant
- Performed general administrative duties like filing, writing memos, and reports on project activities
- Assisted in planning and organizing workshops as well as training sessions for research teams
- Participated in research activities such as fieldwork and visiting project sites
- Translated simple documents from French to English

## **EDUCATION**

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### **MBA Luxury Brand Management in Management**

MSC, INSEEC MSC & MBA Bordeaux • 09/2017 - 10/2019

**Bordeaux, France**

### **Bachelor of Arts Sociology and French in Humanities**

University of Ghana • 09/2010 - 07/2015

**Legon, Ghana**

## **VOLUNTEERING & LEADERSHIP**

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### **BOA GHANA NGO • 01/2013 - 01/2014**

BOA GHANA NGO, FRANCE

- Assisted in fundraising in the city of Bordeaux
- Helped recruit more volunteers for the NGO
- Coordinated meetings for volunteers and prepared minutes of the meeting

### **Red Cross Society • 01/2007 - 01/2009**

Red Cross Society, Ola Senior Girls High school

- Organized meeting for members of the club both in and outside the school
- Collaborated with members of the Red Cross Society in high schools in our district to organize fun fairs
- Arranged for members of the club to receive practical training in first aid and CPR

## **SKILLS**

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- Brand Strategy, Competitor Analysis, Copywriting, Data Analysis, Data Entry, French, Luxury Brand Management, Management, Market Research, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Organizational Skills, Proofreading, Public Speaking, Social Media Management, Team Player, Translation, Reading, Traveling, Writing