

 Patience Grace Affel

Junior Frontend Developer | Digital Marketer

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Professional Summary

Junior Frontend Developer with a strong foundation in digital marketing and a degree in Political Science and French. A graduate of the MEST Web Development Program, currently interning at BTL Territories as a Frontend Developer. Experienced in crafting user-centric digital solutions through responsive design, interactive components, and content strategies. Adept at building dynamic web interfaces using HTML, CSS, JavaScript, and React, while leveraging marketing tools like Canva, Buffer, and Google Ads to drive audience engagement and brand growth.

Skills

Technical Skills

- HTML, CSS, JavaScript, Tailwind
- React
- Git & GitHub
- Responsive UI, DOM Manipulation, Component Architecture

Marketing & Content

- Canva, CapCut, Unsplash
 - Buffer, Ecwid
 - Google Ads, Google Analytics
 - MailChimp, Email Marketing
 - Google Trends, Microsoft Office
 - SPSS
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Experience

BTL Territories — *Frontend Developer Intern*

Remote / Jul 2025 – Present

- Contributing to frontend development projects using React and Tailwind CSS
- Collaborating with UI/UX and backend teams
- Practicing component-based architecture and responsive layouts

Freelance Digital Marketer

Remote / 2022 – Present

- Planned and executed social media strategies for businesses, restaurants, and an online store
- Created video content and graphics using Canva and CapCut
- Scheduled and managed posts using Buffer
- Ran targeted Facebook/Instagram ads, tracked with Google Analytics
- Improved brand visibility and engagement consistently

LesniceRutherford Company — *Marketer & Graphic Designer*

Croydon, UK / Aug 2024 – Jan 2025

- Managed social media for a cleaning/property maintenance brand
- Increased audience engagement by 118%
- Produced and scheduled content via Buffer
- Designed visuals using Canva and CapCut

LesniceRutherford Company — *Sales Personnel*

Croydon, UK / Jan 2024 – Aug 2024

- Sourced clients via Bark & MyConstructor
- Created branded business profiles
- Provided service solutions and closed deals

Streamline Africa Ltd — *Article Writer*

Remote / 2022

- Wrote SEO-rich content on global personalities
- Delivered consistent, high-quality articles on deadline

Projects

◆ BizBoost Campaign

- Managed a month-long digital campaign for a service business
- Designed visuals with Canva, created video content with CapCut, and scheduled posts using Buffer
- Boosted social media engagement by 100%

◆ Social Media Content System

- Built a reusable weekly content system for small businesses and restaurant accounts
- Included Canva templates, posting guides, and analytics tracking

◆ Restaurant Marketing Campaign

- Designed visuals, scheduled reels/stories, and grew Instagram following for a food brand
- Handled both creative strategy and execution

◆ Online Store Marketing

- Managed and promoted a digital storefront with content calendars, product posts, and email updates
- Built awareness and increased product visibility through organic content and paid campaigns

◆ Portfolio Website

- Designed and built a responsive personal website using HTML, CSS, and JavaScript
- Featured project gallery and contact form

◆ Dynamic Product Card

- Created an animated product card with hover effects, pricing display, and responsive layout

◆ Wedding & Restaurant Pages

- Designed static, themed pages using HTML/CSS to simulate real-world branding applications

Education

MEST / Generation Ghana

Web Development Program – Graduated: July 2025

Man & Robot, Accra-Ghana

Digital Marketing / Online Store Management – Graduated: April 2022

University of Ghana, Accra-Ghana

BA Political Science and French – Graduated: September 2020

Certifications

- SPSS – DAL Consultancy Ltd, 2019
- Digital Marketing & Online Store Management – Man & Robot, 2022