SAMUELAKUFFO

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business,   **Washington, DC**
Master of Science, Information Systems Technology and Management (GPA: 3.72)   *May 2026*
Specialization: **Cloud, Applications, and Information Technology** (Graduate Certificate expected May 2026)
Member, GW MBA Business Analytics Club; Member, GW Data Club.
Relevant Coursework: Python and Database Apps, Systems Development, Web Applications, Information Security, Cloud Apps.

UNIVERSITY OF GHANA, School of Business,   **Accra, Ghana**
Bachelor of Science, Administration (Marketing)   *November 2021*
Relevant Coursework: Marketing Research, Business Mathematics, Business Policy, Quantitative Methods, Sales

TECHNICAL SKILLS

- **Programming & Development:** Python, JavaScript, HTML, CSS, Flask, React, Node.js, Express.js, REST API Integration
- **Databases:** SQL (MySQL, PostgreSQL, SQLite), MongoDB (Atlas), NoSQL, IBM DB2, phpMyAdmin
- **Data Processing & Analytics:** Pandas, Scikit-learn, Data Wrangling, Web Scraping
- **Visualization & Reporting:** Tableau, Plotly, Matplotlib, Seaborn
- **Systems & Architecture:** Docker, Cloud Platforms (IBM Cloud, AWS, Render), UML Design, SDLC, Web Development
- **Collaboration & Tools:** Git/GitHub, Figma, Lucidchart, Bash/Shell, Windows, macOS, Linux, Canva

RELEVANT PROJECTS

- **Apollonia Employee Management App:** Built and deployed a full-stack CRUD app for a dental clinic (Node.js, Express, MongoDB, JS) with modal-based editing, multi-select departments, and DataTables sorting. Packaged in Docker and deployed to Render, enabling efficient employee and department management.
- **Kanba-DO**: Built a modular JavaScript Kanban task management app (HTML, CSS, JS) with drag-and-drop, click-to-move, editing, and localStorage persistence. Added productivity analytics via Chart.js, multilingual UI with i18next, dark mode, and a sidebar with FAQ, insights, notifications, and language settings, giving users a customizable and data-driven workflow tool.
- **PriceBite**: Developed an interactive student budgeting web app (HTML, CSS, JS) with seasonal price logic, product filtering, and personalized budget recommendations. Designed workflows and UI in Figma, enabling users to identify optimal purchase times and avoid overspending through data-driven shopping insights.
- **Falcon 9 First Stage Landing Prediction**: Collected and cleaned SpaceX mission data (Python, web scraping), performed EDA, and built Logistic Regression and KNN models, identifying conditions that increase landing success rates.
- **Tech Company Stock Analysis:** Analyzed five years of tech stock data (Python, yfinance, Tableau), producing dashboards with SMA, EMA, volatility, and correlation insights to guide investment strategies.
- **Sustainability Practices Report:** Conducted ESG performance analysis for Ecobank Ghana using internal and external data, delivering actionable recommendations to improve environmental, social, and governance initiatives.

EXPERIENCE

GIHOC DISTILLERIES COMPANY LIMITED   **Accra, Ghana**
Marketing Research and Development Officer   *November 2021 – June 2024*
- Optimized departmental databases with IT using SQL, reducing data processing time by 40%. Improved data integrity, leading to more reliable reporting and better decision-making.
- Supported product launch planning by analyzing market trends and performance using SQL and Tableau, advising on quantity distribution and timing strategies, increasing sales by 10%.
- Conducted on-field research and consumer testing during major events like National Chocolate Week, transforming insights into product development input.
- Streamlined reporting using SQL workflows and Tableau, accelerating insight delivery and boosting engagement by 25%.
- Collaborated cross-functionally with IT, sales, and R&D teams to streamline data workflows and ensure faster feedback loops.

THE GEORGE WASHINGTON UNIVERSITY, Charles E. Smith Center   **Washington, DC**
Student Athletics Assistant   *September 2024 – Present*
- Supported ESPN+ broadcasts by operating camera and assisting with setup and real-time graphics/replay. Collaborated with teams to execute tech-enabled events with precision and professionalism.

ADDITIONAL INFORMATION

Certifications: IBM Data Science Professional Cert., Digital Optimization, Microsoft Business Analyst Cert. (In Progress)