

# SAMUELAKUFFO

Business Analyst & Full-Stack Developer | Data-Driven Systems & Scalable Solutions

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## EDUCATION

**THE GEORGE WASHINGTON UNIVERSITY**, School of Business,

**Washington, DC**

**Master of Science, Information Systems Technology and Management (GPA: 3.81)**

**May 2026**

**Specialization:** Cloud, Applications, and Information Technology (Graduate Certificate expected May 2026)

**UNIVERSITY OF GHANA**, School of Business,

**Accra, Ghana**

**Bachelor of Science, Administration (Marketing)**

**November 2021**

## TECHNICAL SKILLS

- **Programming:** Python, R, JavaScript, HTML, CSS, Flask, React, Node.js, Express.js, Django, PHP, REST APIs
- **Databases:** MySQL, PostgreSQL, SQLite, MongoDB, NoSQL, IBM DB2, phpMyAdmin, Database Design, Normalization, ERD Modeling
- **Cloud:** AWS, IBM Cloud, Docker, CI/CD Pipelines, UML, SDLC, App Security, Authentication & Authorization, Render
- **Analytics:** Pandas, Scikit-learn, Data Wrangling, Data Modeling, Time Series, EDA
- **Visualization:** Tableau, Plotly, Matplotlib, Seaborn, Dashboard Creation, Business Insights
- **Tools:** Git/GitHub, Figma, Lucidchart, Bash, PowerShell, Windows CMD
- **Certifications:** IBM Data Science Professional Cert • CIM (UK) Digital Optimization • AWS Certified Solutions Architect - Associate (Certified) • AWS Certified Developer - Associate (In Progress)

## RELEVANT PROJECTS

- **Kanba-DO:** Developed a modular Kanban-style task management app with HTML, CSS, and JavaScript, supporting drag-and-drop, click-to-move, and persistent localStorage. Integrated Chart.js analytics and a multilingual interface with dark mode and dynamic sidebar features. Delivered actionable insights on task workflow and productivity trends for end users.
- **Greenspot Grocer Data Engineering & Modeling:** Designed a normalized MySQL database and implemented Python (Pandas)ETL pipelines for grocery inventory and sales. Created reusable queries and business views to provide revenue, vendor, and stock insights.
- **PriceBite:** Architected scalable budgeting web app with backend logic for pricing, filtering, and recommendations. Designed system architecture and interactive UI/UX workflows, enabling maintainable front-end and data-driven decisions.
- **Mint Classics Data Analysis:** Conducted SQL analysis of vintage car sales and warehouse operations, identifying low-demand SKUs and underperforming warehouses. Delivered data-driven recommendations for inventory reallocation and operational efficiency improvements.

## EXPERIENCE

**THE GEORGE WASHINGTON UNIVERSITY**, Charles E. Smith Center

**Washington, DC**

**Student Athletics Assistant (Broadcast & Marketing Support)**

**September 2024 – Present**

- Supported and engineered live broadcast and media systems for ESPN+ productions, operating and coordinating camera, graphics, and replay technologies in real-time, ensuring 99% system uptime high-availability environments.
- Analyzed and optimized attendance patterns, fan engagement metrics, and event operations workflows to identify process inefficiencies and inform data-driven improvements in game-day execution.
- Implemented digital tools and process improvements to streamline broadcast coordination, setup, and teardown workflows, improving reliability and execution speed by 30%.

**GIHOC DISTILLERIES COMPANY LIMITED**

**Accra, Ghana**

**Marketing Research and Development Officer**

**November 2021 – June 2024**

- Optimized departmental databases with IT using SQL, reducing processing time by 40% and improving data integrity for more reliable reporting and decision-making.
- Designed and automated SQL and Tableau workflows to analyze market trends and performance, streamlining reporting, accelerating insight delivery by 25%, and directly supporting product launch strategies that boosted sales by 10%.
- Conducted field research and consumer testing at major events, generating insights that led to the launch of a new product line and contributed to projected revenue growth by approximately 30%.
- Collaborated with IT, sales, and R&D to integrate data workflows, improving data availability and accessibility by 50% while strengthening cross-functional communication.