SAMUEL AKUFFO

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

• DC Metro Area • Willing to Relocate • (240) 791-7558 • samuel.akuffo1@gwu.edu

• linkedin.com/in/samuel-akuffo-nb/ • github.com/KwameSA • kwamesa.github.io/portfolio/

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 (In Progress) • Microsoft Power BI Data Analyst Professional Certificate (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.