

Ms. Ansah

NATIONALITY: Ghana

SUMMARY

- A management Professional with considerable experience in the areas of Business Management, Marketing, Market Research, Business Development, Relationship Management, and Project Management within the business to customer and business to business sectors.
- Having the ability to understand business operations and pro-actively identify opportunities for profitable growth.
- Highly efficient in monitoring, recommending and implementing strategies to drive maximum margins for each client base.
- Also able to develop strong relationships at multiple levels with both internal departments and external stakeholders making sure clients receive the services they deserve.
- Currently looking for a position where this skill set is transferable and optimally utilized in achieving practical solutions for industry-related problems as and when they occur

EDUCATION

- **MSc in International Business Management**
Thames Valley University - London
February 2009 to June 2010
- **BA in Philosophy & Theatre Arts**
University of Ghana
August 2004 to June 2008
- **Certificate in Business Studies**
Archbishop Porter Girls Senior High School
2001 to 2003

EMPLOYMENT RECORD/ PROFESSIONAL EXPERIENCE

- **Marketing Manager**

Rita Food & Drinks Ghana Ltd - May 2012 to Present

Promotion, marketing and sale of consumer products across the country.

- Plan, design and execute marketing strategies to achieve sales targets.
- Provide strategic direction for Rita products sub-group.
- Ensure and maintain productivity within the team of sales representatives in my territory.
- Identify and recommend prospective distributors to directors for consideration.
- Advice management on developments in the industry with specific focus on product portfolio enlargement and product pruning.

- **Assistant Relationship Officer**

SG-SSB LTD - November 2011 to April 2012

Receiving credit requests from customers and preparing credit reports for approval as per customer request.

- Screen credit applicants and access their loan requirement according to bank's policy.
- Delivering first class customer service and managing customer's queries, complaints and resolving them in a timely manner.
- Offering business advisory services to customers.
- Make follow up calls or visit client's premises to access if the facility given is being used as intended.

- **Interim Business Manager**

K. Laast Company Limited - May 2011 to October 2011

Provide leadership, ensure maximum contribution from employees and establish the culture of K. Laast Co.

Ltd.

- Collaborating with global business partners and clients on their requirements or standards so as to grow existing accounts and bring in new ones.
- Responsible for data analysis, identifying trends and opportunities for business growth.

- Taking full responsibility of the day to day management of the company as well as focusing on strategic development.
- Lead implementation and monitoring of proper systems to measure performance and accountability.
- Monitor the (key performance indicators) KPI's of subordinates.
- Ensuring quarterly targets are accomplished.

- **Accounts Development Executive**

Falcon Crest Limited - London - August 2008 to May 2011

Focused on generating new accounts, closing deals and managed existing client accounts, drastically improving client retention to about 82%.

- Worked across a wide spectrum of the vertical markets, pursuing opportunities generated by the marketing team, arranging meetings with prospective clients, managing the sales pipeline which led to the expansion of the business to other parts of the UK.
- Helped Improve conversion ratio from warm leads to initial meeting from 5% to 20%.

- **Market Research Executive**

Falcon Crest Limited - London - August 2008 to October 2008

Experience with running research projects from supplier briefing, questionnaire set-up to analysis and presentations.

- Responsible for maintaining and updating complex client databases used as primary data source.
- Recorded, analyzed and interpreted consumer data accurately for both Corporate and Government projects.
- Proposed actionable strategies based on research findings that was used to inform highly successful management decisions.

PROFESSIONAL AFFILIATIONS

n/a

PUBLICATIONS

n/a

LANGUAGES

English