

# REGINALD F. SACKY-ADDO

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## PROFESSIONAL SUMMARY

Driven, creative, technologically proficient professional fuses multi-platform web development experience and social media strategy with a strong background in entrepreneurship and digital marketing. Also proficient in research and data analysis, as well as providing high level customer support.

## PROFESSIONAL EXPERIENCE

1. Freelance Web Developer and Social Media Strategist (August 2016 - Present)
  - Developed beautiful responsive, search engine optimized websites for dozens of clients
  - Ran social media campaigns leading to thousands of dollars worth of sales and conversions
  - Designed social and web assets and managed social media coverage for client's healthcare conference
2. Content Strategist at Visage Payroll (September 2016 – May 2017)
  - Embarked on Growth Hacking projects to grow social media channels by hundreds of followers
  - Researched and ghost-wrote relevant content published in payroll industry journals resulting in new traffic
  - Developed and implemented plans to optimize web pages, leading to thousands of conversions
3. Co-Founder/Manager at Richard Golden Foods (September 2014–May 2016)
  - Founded and operated a food delivery service for the town of Grinnell, IA
  - Managed a team of 5 employees to consistently beat sales projections and generate tens of thousands of dollars monthly
4. Web Developer at Grinnell College Web Services (August 2013 – August 2014)
  - Facilitated the transfer of gigabytes of data and multimedia content onto new website
  - Was responsible for responding to 100s of user submitted support tickets per week

## VOLUNTEER WORK

1. Offered free services in marketing and communications to various local level political campaigns in Collin County, Texas
2. Catered at multiple fundraisers, helping to raise over \$10,000 for Mid Iowa Community Action, a charity which serves families plagued by poverty