

CURRICULUM VITAE

ISSABELLA HARRISON

GHANA

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PROFILE INFO

Detail-oriented and innovative Digital Marketing and Social Media Manager with hands-on experience leading the digital presence. Adept at creating compelling content, growing online communities and executing strategies that boost visibility, engagement and brand appeal. Blends strong communication skills with creativity and analytics to deliver results that align with brand goals.

EDUCATION

2018-2020

GHANA INSTITUTE OF
JOURNALISM

- Diploma in Communication

2025-MAY-JULY

CONELLEX DIGITAL AGENCY

- DIGITAL MARKETING

SKILLS

- Social Media Management
- Content Creation
- Campaign Planning and Execution
- Insight and Analytics Reporting
- Brand Positioning
- Online Reputation Management
- Event Marketing and Promotional support

LANGUAGES

- English (Fluent)
- French (Basic)

WORK EXPERIENCE

Bellyns Ushering Hub

2022-PRESENT

Social Media Manager

- Created engaging visual and written content that increased Instagram engagement by 60% and page by over 45%
- Designed and posted reels, Clients testimonials and behind-the-scenes content to enhance brand relatability and trust
- Developed and managed weekly and monthly content calendars tailored to highlight services, usher profiles and client events.

Bellyns Link Enterprise

2020-Present

Digital Marketing Manager

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies. 2024 - 2025
- Monitor brand consistency across marketing channels and materials.
- Analyzed performance using Meta Insights and provided monthly reports with recommendation for improvement

TOOL USED

Meta Business Suite
Buffer
CapCut
Canva