

# ESTHER ABLA DZAMPAH

Accra - Ghana | edzampah123@gmail.com | [LinkedIn](#) | [Portfolio](#)

## Profile

Detail-oriented Geography and Rural Development graduate with honors, specializing in climatology and Geographic Information Systems (GIS). Proven success in leading projects that promote sustainable development through data-driven analysis and strategic planning. Core competencies include environmental management, policy development, and stakeholder engagement, enhanced by certifications in Artificial Intelligence, Digital Marketing, and Virtual Assistantship. Aiming to leverage technical expertise in the government sector to advance initiatives in urban planning, resource management, and community development.

## Skills

- Excellent verbal and written communication
- Multitasking and time management
- Problem-solving and creative thinking
- Organization and attention to detail
- Persistence and perseverance
- Expertise in MS Office Suite
- Graphic Design Proficiency
- Digital Video Editing
- Digital Marketing Expertise
- Experienced with Google Analytics
- Experienced in managing content on WordPress
- Email Campaign Management

## Work Experience

<b>DIGITAL MARKETER (INTERN)</b>	<b>12/2024 to 03/2024</b>
<b>BuzzyStores</b> <ul style="list-style-type: none"><li>• Creation of social media content using Capcut &amp; adobe spark</li><li>• Graphic Designing, designing of flyers to upload on social media platform</li><li>• Handling all social media accounts for BuzzyStores and uploading post regularly</li><li>• Evaluation and Analysis of social media account using CRM Software (Growth Starck)</li></ul>	<b>Sweden (Remote)</b>
<b>IT ASSISTANT / EXECUTIVE ASSISTANT</b>	<b>11/2023 to 09/2024</b>
<b>African Institute for Mathematical Science</b> <ul style="list-style-type: none"><li>• Ensured consistent system functionality through regular infrastructure upkeep.</li><li>• Aided in developing and enforcing IT security protocols to ensure data protection.</li><li>• Contributed to published research efforts while spearheading a successful project.</li></ul>	<b>Accra Ghana</b>
<b>MAPPING INTERN</b>	<b>10/2022 to 12/2022</b>
<b>Electricity Company of Ghana</b> <ul style="list-style-type: none"><li>• Increased data precision through the development and upkeep of GIS-driven maps.</li><li>• Executed data analytics and designed visual reports to streamline decision-making.</li><li>• Executed field surveys for accurate GPS data acquisition.</li></ul>	<b>Accra Ghana</b>
<b>SALES AND MARKETING ASSOCIATE</b>	<b>09/2021 to 02/2022</b>
<b>Salad Master (GB Food)</b> <ul style="list-style-type: none"><li>• Boosted brand recognition and user interaction through strategic social media efforts, achieving a 20% increase.</li><li>• Executed comprehensive study driving the rollout of a new product, exceeding forecast expectations by 15%.</li><li>• Recognized with best sales team award for 2021.</li><li>• Created messages aligned with brand voice and marketing strategy.</li></ul>	<b>Accra Ghana</b>

## Education

<b>Bachelor's Degree: Geography and Rural Development</b>	<b>11/2023</b>
Kwame Nkrumah University of Science and Technology	Kumasi

## Volunteer Experience

- Ministry of Works and Housing, Green Ghana Project, 2022
- Wikimedia & OFWA, Editing Articles on Wikipedia, Present

- Tiktok manager for Women for Sustainability Africa

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### Professional Achievement

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- Acquired a certification in Digital Marketing, Artificial Intelligence and Virtual Assistantship.
- Earned a Bachelor's Degree in Geography and Rural Development.
- Represented Kazakhstan at the 2021 IMUN Conference, contributing to global dialogues on combating poverty and economic hardship.
- Conducted and published groundbreaking research on the impact of domestic violence on women's economic participation in Asokore Mampong Municipality.
- Boosted engagement by 20% through innovative social media campaigns and surpassed sales projections by 15% with strategic digital marketing for startups.
- Promoted environmental conservation and reforestation through leadership in the Green Ghana Project's community awareness campaigns.
- Created brand awareness and engagement by 15% for BuzzyStores with massive social media campaign and trends

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### Projects

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- Personal Portfolio using CSS, HTML & JavaScript (<https://esther-dzampah.netlify.app/>)
- Designed a picnic website as a project during my training as a junior web developer with MEST & Generation.
- Contributed and Assisted in the launching of BuzzyStores in Ghana

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### Certifications

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- ALX – AFRICA. Online Course, Artificial Intelligence (AICE).
- ALX – AFRICA. Online Course, Virtual Assistant.
- Mobile Web Ghana & SIMPLON Africa - Digital Marketing & Social Media Content Creation

