Evans Armah

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PERSONAL INFORMATION

Date of Birth:	15th December, 1995
Place of Birth:	Osu
Nationality:	Ghanaian
Hometown:	Born, Greater Accra Region
Marital Status:	Single
Sex:	Male
Languages spoken:	English, Ewe, Ga, and Twi
Place of Residence:	Achimota, Accra

PERSONAL PROFILE

I'm a versatile Web Developer and Data Analyst with a background in research and a strong eye for user experience. My skills blend technical web development (CMS platforms, cloud systems, responsive design) with data-driven thinking. I enjoy building platforms that solve real problems—especially those that align with social good, innovation, and user-centered impact. I'm collaborative, adaptable, and constantly learning.

KEY ACHIEVEMENTS

- Recognized *Employee of the Month* three times consecutively

- Boosted sales by 7% with a CRM I built and integrated with campaign strategy.

- Published research on climate change and agriculture

- Winner: Best Researcher – Colonial Debate Competition, High School

PROFESSIONAL EXPERIENCE

Role: Web Developer & Data Analyst

Student Help (Freelance) | Accra | 2023 – Present

- Built and designed the official website from scratch using WordPress and custom code.

- Integrated key features including contact forms, class scheduling, and lead capture.

- Conducted data analysis to track user engagement and improve site performance.

- Collaborated with the core team to align the digital experience with educational goals.

- Maintained the site, updated content, and ensured mobile responsiveness and speed optimization.

Role: UX Researcher & Digital Analyst

Kava Media | Accra | 2020 – 2021

- Conducted end-user research and behavioral studies

- Collaborated on UI/UX adjustments for digital media platforms

- Delivered reports and recommendations for client and internal product teams

Role: Business Development Intern

Essydel Events | Accra | 2019

- **Used Zoho CRM for client research and outreach**

- **Supported outreach strategy via email and LinkedIn**

- **Assisted with sales funnel improvement and lead tracking**

Team Collaboration

- Demonstrated strong teamwork and collaboration skills across sales, administrative, and project roles.
- Engaged in team meetings and brainstorming sessions to generate innovative ideas.
- Supported cross-functional projects to achieve collective goals.

Role: Research & Data Analyst
Company: KLM Royal Dutch Airlines
Location: Accra, Ghana 2024 - present

- Conducted in-depth research to gather and analyze passenger data, travel preferences, and pain points throughout the customer journey.

- Utilized statistical tools and techniques to identify trends in booking behavior, flight satisfaction, and service feedback.
- Translated complex datasets into actionable insights to support strategic decisions in customer experience, route optimization, and marketing.

- Developed comprehensive analytical reports and presented findings to management and cross-functional teams, influencing key service improvements.

- Led usability testing sessions for digital booking platforms and customer service tools to validate hypotheses and enhance user interfaces.

- Collaborated with teams in operations, sales, and customer service to implement data-informed strategies that enhanced passenger satisfaction and operational efficiency.

EDUCATION AND OTHER CERTIFICATIONS

Three.js courses

Three.js Journey

Bootcamp Web development

Udemy

OTHER CERTIFICATIONS

- Data Security. (Simplilearn 2022)
- UI/UX Researcher Certificate (Coursera Google 2022)
- Enterprise DesignThinking Practitioner Certification.(IBM Credly 2022)
- Data Analyst Certification - Issued on: 15 JAN 2024, Issued by IBM

SOFT SKILLS

Skills:

- **Data analysis**
- **Proactive approach to work**
- **Taking responsibility for your work**
- **Team player**
- **Data visualization**
- **Research methodologies**
- **Report writing**
- **Collaboration with cross-functional teams**
- **Usability testing**
- **Research skills**

SKILLS

Web & Development Tools

- HTML5, CSS3, JavaScript, PHP

- WordPress (Custom Themes, Plugins)

- MySQL, FTP, Git, Composer

- AWS (EC2, RDS), cPanel

- Figma, Adobe XD, Photoshop, Illustrator

Data & Analytics

- Data Visualization: Power BI, Tableau

- Statistical Tools: SPSS, SAS, Excel

- Research Design & Reporting

- SQL Queries, Google Analytics

Other Skills

- UI/UX Research & Testing

- CMS Management & Content Structuring

- Cross-Team Collaboration & Communication

- Report Writing, Documentation, Presentation

HOBBIES AND INTERESTS

I love reading and writing poetry, following basketball, debating on social topics, and staying active through runnin, watching movies and playing video games. I'm always exploring new tech ideas and research areas.

REFERENCES

 Mr. Edward Mills

Company: Student Help

Position: Manager and supervisor

Contact: +233 596788173

Mr. James

 Company: KLM Royal Dutch Airlines

Position: CEO

Contact: +233 24 611 5640