

# Evans Armah

Kwashie Benzrot Street AT GA-252-8743, Achimota.

(+233) 200751811

evansarmah30@gmail.com

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## PERSONAL INFORMATION

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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

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## PERSONAL PROFILE

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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.

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## KEY ACHIEVEMENTS

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- 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

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## PROFESSIONAL EXPERIENCE

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### **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.

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## EDUCATION AND OTHER CERTIFICATIONS

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### 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
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### **SOFT SKILLS**

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#### **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**
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### **SKILLS**

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#### **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

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## **HOBBIES AND INTERESTS**

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I love reading and writing poetry, following basketball, debating on social topics, and staying active through running, table tennis, and badminton. I'm always exploring new tech ideas and research areas.

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## **REFERENCES**

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Mr. Edward Mills

Company: Student Help

**Position:** Manager and supervisor

**Contact:** +233 596788173

Mr. James

Company: Student Help

**Position:** CEO

**Contact:** +233 24 611 5640