

George Basoah

Business & Personal Branding Strategist

Profile

Brand Consultant and Creative Director with 5+ years of experience in communication design, content creation, and marketing, specializing in business branding, event branding, entertainment, and social media management. Proven ability to bring great ideas to fruition through detailed drawings and mockups, and to work independently and as part of a team to achieve company goals in a challenging environment. Expertise in a variety of design software programs and a strong portfolio of work.

Work Experience

- Founder/Art Director** Sept 2020 – Present
Lily & Basoah Studio – Accra, Ghana
 - Managing and coordinating graphic design projects from concept to completion.
 - Creating free tutorials for creative tools like Photoshop & Illustrator.
 - Reached 4,000 subscribers across the globe.
 - Coached over 20 novice designers by guiding them through design planning and actualization.
- Founder/Art Director** Oct 2020 – Present
The Creatives Community – Accra, Ghana
 - Managing and creating graphical contents.
 - Reached over 70K followers on Instagram.
 - Repost contents and collaborate with creators all over the world.
 - Coached 50 novice designers by guiding them through design planning and actualization.
- Creative Director** Aug 2019 – Present
First Love Church – Accra, Ghana
 - Ensuring brand consistency and audience engagement.
 - Managing a diverse team of creative professionals.
 - Overseeing the production of marketing materials for church events, services, and special programs.
 - Designing and creating content for the church's social pages.
 - Developed a User Interface with a team of developers for the church.
- Junior Designer** May 2022 – Jun 2022
Borussia Dortmund Ghana, Accra, Ghana
 - Contributed to design projects during at BVB in Ghana, gaining hands-on experience in the creative field.
 - Assisted the senior designer in conceptualizing and creating visual assets, including graphics and layouts, for various projects.
 - Proficiently used advanced design tools, contributing to design strategy discussions.
 - Directed creatives (photographers, graphic designers and writers) to produce media content.
- Creative Director** June 2019 – Jan 2023
Designed By JR, Accra, Ghana
 - Make sure our team crafts top-quality backdrops that wow clients.
 - Work closely with clients to understand their dream backdrop and make it real.
 - Managing production to smoothly bring designs to life on time and budget.
 - Working with sales, marketing, and production teams to align creative ideas with what works operationally and for the client.

Reference

Isaac Alipoh
Designed By JR, Accra, Ghana
Phone: +233 24 022 4034

Rochelle Ninssin Quainoo
First Love Church, Accra, Ghana
Phone: +233 50 376 2249



Contact

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Education

- Accra Technical University, Accra Ghana

Computer Science, Higher National Diploma (HND)

Oct 2020 – Oct 2023

Professional Skills

CREATIVE EXPERIENCE

- Brand Strategy Development
- UI/UX
- Motion Graphics
- Business Coaching, Photography
- Drone Pilot
- Videography

SOFTWARE TOOLS

- Adobe Creative Suite
- Figma
- Davinci Resolve
- Blender
- Microsoft Office Suite
- Meta Trader 4
- Visual Studio Code

SOFT SKILLS

- Project Management
- Problem-Solving
- Team Player
- Result Driven
- Excellent Attention to Detail.
- Copywriting
- SEO Optimization
- Social Media Growth Development