

EMMANUEL FORDJOUR KUMAH

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EXPERIENCE

CORETECH AGILE, Accra- Ghana

WordPress Developer, January 2018 – present

- Designed and developed websites for clients using WordPress themes increasing their online presence, and doubling visitor engagement by 10% monthly.
- Implemented and provided detailed website analytics report for clients enabling them identify target audience , and create targeted content, reducing their marketing budget by 33% and increasing profit by 7% monthly
- Updated WordPress plugins and themes increasing sites performance, and improving security resulting in a great user experience and 99% uptime.

DREAMOVAL LTD, Accra-Ghana

Digital Strategy and Innovation, May 2015–December 2017

- Developed training manuals, and trained cumulatively over 60 clients on digital services, enabling smooth transition, and ensuring maximum efficiency in the usage of the product, resulting in 88% return on investment.
- Initiated, drive and developed numerous solutions to meet client's business objectives by engaging with clients and analyzing requirements.
- Increased company's revenue by 12% through the offering of varying e-commerce packages integrated with a payment system within 2 weeks.

DREAMOVAL LTD, Accra

Product Operations and Technical Support, January 2014– May 2015

- Researched, diagnose and resolved 135 customer issues resulting in 75% customer retention, and increasing customer satisfaction.

- Initiated and made accessible video tutorial recordings that assist over 2000 customers easily use the features of our bulk messaging service improving customer experience.
- Authored more than 70 articles on our help desk software allowing any staff to easily on-board customers, increasing customer acquisition by a significant amount

DREAMOVAL LTD, Accra

Product Developer, August 2012 – January 2014

- Designed and implement the user interface of Fidelity Bank ATM screens enabling the over 1 million customers easily access money, decreasing the time spent at the banking hall by a huge percentage
- Conducted daily stand ups ensuring all team members are in sync with the product goals, meeting 89% of the sprint goal during the weekly reviews.
- Supervised the full life cycle of the development of two flagship products resulting in 88% on-time delivery, and increasing revenue by a significant amount

DEVTPLAN CONSULT

Trainee Business Developer, September 2011 – August 2012

- Researched and developed training manuals on performance management , change management and employee motivation for over 50 staffs of Obuasi District Assembly resulting in improve productivity
- Created an effective strategy for growth of 5 small and medium scale enterprises in Kumasi enabling them achieve their short-term objectives

EDUCATION

Kwame Nkrumah University Of Science And Technology, Kumasi Ghana

BSC Physics, JULY 2010