

## **BOATENG PHIDELIA AKUA**

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### **BACKGROUND INFORMATION**

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Results-driven professional with over three years of experience in customer relations, data analytics, and sales support. Demonstrated expertise in financial services, customer care, and marketing. Proven ability to enhance client satisfaction and drive business growth. I seek to leverage my experience in a challenging role within a dynamic organization, focusing on improving client acquisition and service delivery.

### **SKILLS**

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- **Client Relationship Management:** Fostered strong client relationships, increasing customer satisfaction by 20%.
- **Sales and Marketing:** Increased product adoption by 15% through targeted cross-selling and marketing during tenure at GCB Bank.
- **Customer Service Excellence:** Delivered exceptional customer service as a Customer Service Representative at the Electricity Company of Ghana.
- **Salesforce CRM Experience:** Hands-on experience managing sales processes and client communication.
- **Effective Communication:** Delivered persuasive presentations and maintained clear, professional correspondence.
- **Project Coordination:** Planned, organized, and executed projects and events, demonstrating strong organizational skills.
- **Advanced Microsoft Office Proficiency:** Advanced proficiency in creating detailed reports, spreadsheets, presentations, and managing schedules.
- **Leadership and Mentorship:** Provided mentorship and led team efforts, improving goal achievement rates by 25% at the Ghana Missionary Training Center.

### **EDUCATION**

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BYU Pathway Worldwide	September 2024
BSc. Family and Consumer Science, <i>University of Ghana, Legon</i>	September 2018 - September 2023
WASSCE, Home Economics, <i>Wesley Grammar High School</i>	October 2010 – June 2013

### **WORK EXPERIENCE**

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eServices Africa Limited. <i>Labone Branch</i>	November 2023 – April 2024
<i>Customer Service Agent for Electricity Company of Ghana</i>	

- Managed incoming calls and customer inquiries, resolving issues promptly to enhance satisfaction.
- Provided product information and guidance, contributing to an improved service experience.

- Collaborated with internal teams to ensure seamless service delivery and client communication.

**GCB Bank Plc. Labone Branch**

**November 2022 – October 2023**

*Teller*

- Ensured compliance with Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations.
- Managed the branch's End-of-Day cash position and filed relevant reports.
- Utilized effective listening and communication skills to elicit precise information from clients.
- Built strong relationships with customers to understand and resolve their needs swiftly, increasing customer satisfaction by 20%.
- Cross-sold and marketed new and existing products and services to current and potential customers, resulting in a 15% increase in product adoption.
- Participated in daily calling over and developed an excellent knowledge of cashiering and risk policies.

**The Church of Jesus Christ of Latter-Day Saints**

**May 2017 – June 2019**

Ghana Missionary Training Center, Accra

*Instructor*

- Assisted missionaries in setting and achieving goals.
- Monitored missionaries' progress and adapted learning plans to optimize outcomes, contributing to a 25% improvement in goal achievement rates.
- Quantified missionaries' progress through test administration and reported medical bills to the Area Medical Doctor.

## **TRAININGS AND CERTIFICATIONS**

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- ESAL Work Readiness Program | ESAL | Aug. 2022
- Digital Marketing Business Online for Free social media | Udemy | Aug. 2024
- Digital Marketing Strategist | Udemy | Aug. 2024
- Microsoft Word Mastery: Essential Skill for Job and Business | Udemy | Aug. 2024
- Advanced PowerPoint Course for Professionals | Udemy | Sept. 2024
- Essential Microsoft Excel from Beginner to Advanced level | Udemy | Sept. 2024

## **REFERENCES**

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