Fidel Boamah

A Sophomore at Drexel University with strong marketing and graphic design skills, and a keen interest in interactive technologies pursuing a bachelor's of science degree in Interactive Digital Media.

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EXPERIENCE

Thrive Ryde, *Philadelphia — Social Media Marketing*

JUL 2018 - PRESENT

Developed creative content for the company such as logo, business cards, pitch deck presentation, social media page content, etc. and worked closely with front-end web developers to launch website.

Huawei Technologies, *Accra, Ghana — Digital Marketing Intern*

AUG 2017 - SEPT 2017

Participated in discussions debating the feasibility of a plethora of marketing strategies (both online and offline) targeted at different age groups to increase sales of incoming Huawei mobile devices and clear out stock of outdated Huawei mobile devices. In addition, I was involved in discussions to help dispel the notion of Huawei being a cheap Chinese brand in the Ghanaian market.

Global Media Alliance, *Accra, Ghana — Graphic Design Intern*

JUL 2017 - AUG 2017

Worked under the creative department in the company to develop creative content for a wide variety of companies and some governmental campaigns including the feed the future campaign in Ghana

EDUCATION

Drexel University, *Philadelphia, PA — Interactive Digital Marketing*

SEPT 2017- PRESENT

Currently a sophomore

SOS Hermann Gmeiner International College, *Accra, Ghana — International Baccalaureate Diploma*

SEPT 2015 - JUN 2016

Graduated with IB Diploma

ORGANIZATIONAL MEMBERSHIPS

Campus Activities Board (CAB) — *Marketing Committee*
I am a graphic designer for Drexel Campus Activities Board. My duties include brainstorming events, designing posters and marketing events to students on campus.

CERTIFICATION

Microsoft Office Excel Specialist — *Version 2010*
Issued by Microsoft on the 2nd of April 2016

SKILLS

- Digital Marketing
- Front End Web Development
- FX Trading
- Coding: Python, HTML, CSS, JavaScript
- Graphic Design

AWARDS

Media Magique Innovation & Creativity Award: for being exceptionally imaginative, open-minded and explores various ways of thinking. He is unafraid to try new and innovative ideas for the benefit of the community and courageously turns ideas into tangible products.

Global Media Alliance Prize for Best Creative Arts Student: awarded to one who has demonstrated exceptional creativity in the development and use of various forms of media such as Video, Photography, Art, Music, IT, Writing and Publishing, in ways that have positively impacted the community

LANGUAGES

English & Akan