

# Acheampong Grace Otuo

## BACHELOR OF SCIENCE BUSINESS ADMINISTRATION MARKETING

Address: ASHONGMAN ESTATE | Phone: 0553879302  
Email: [nanayaaaaidoo1000@gmail.com](mailto:nanayaaaaidoo1000@gmail.com)  
LinkedIn: <https://www.linkedin.com/in/gracey-acheampong>

### SUMMARY

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Creative and highly motivated aspiring graphic designer with a background in marketing and leadership. Skilled in visual storytelling, branding, and digital content creation. Proven ability to combine design thinking with marketing strategy to produce impact visual solutions. Excellent communicator, team player, and passionate about helping brands connect with audiences visually.

### WORK EXPERIENCE

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1<sup>st</sup> FEBRUARY 2024- 30<sup>TH</sup> APRIL 2024

**INTERNSHIP**, Absa Bank Ghana – Accra

- RBB function
- Effectively engaged in communication with relationship managers, facilitating the identification and resolution of discrepancies, thereby streamlining transactions.
- Orientation about the workplace.

JUNE 2023-OCTOBER 2023  
Haatso

**ASSISTANT MANAGEER**, Rammie Nails and Spa -

- Oversee daily operations and manage a team, enhancing customer service and satisfaction.

OCTOBER 2021- DECEMBER 2021

**INTERNSHIP**, Ometsey Costume - Adenta

- Managed bookkeeping and assisted in digital marketing efforts to increase brand awareness.
- Supported delivery services and maintained accurate records of transactions

### EDUCATION

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2023 – 2025  
2020 – 2022  
2017 – 2020  
2015 – 2017

PENTECOSTE UNIVERSITY  
KUMASI TECHNICAL UNIVERSITY  
KROBO GIRLS PRESBYTERIAN SENIOR HIGH SCHOOL  
EAGLE INTERNATIONAL SCHOOL

## **LEADERSHIP EXPERIENCE**

- First Female President – Association of Marketing and Supply Chain Students, Pentecost University (2024 – 2025)
- Led the association with a focus on creativity and community building.
- Organized branding workshops and digital marketing seminars for students.
- Championed initiatives to foster creativity, innovation, and inclusion.

## **SKILLS**

- |                                |                              |
|--------------------------------|------------------------------|
| • Social Media Marketing       | • Teamwork and Collaboration |
| • Communications skills        | • Web Design                 |
| • Digital Marketing Strategies | • Analytics and Reporting    |
| • UX Design                    | • Content Creation           |
|                                | • Negotiation Skills         |

## **CERTIFICATIONS & LICENCES**

- Bachelor of Science business administration Marketing
- Web design / UX Design
- Diploma Certificate in Business Administration
- WASSCE Certificate
- BECE Certificate

## **PROJECTS**

- Donation to charity home

## **INTERESTS**

- Reading
- Giving back to the society
- Graphic designing and video editing