**JOHNSON TSIMESE, BSc, MBAN PURSUANT**

**BUSINESS ANALYSIS & RESEARCH**

Halifax, NS, ,|, 902 471 6290, ,|, [Johnson.mawuli.tsimese@smu.ca](mailto:Johnson.mawuli.tsimese@smu.ca),,|, [www.linkedin.com/in/jtmawuli](http://www.linkedin.com/in/jtmawuli)

|  |
| --- |
| **PROFILE SUMMARY** |

Data-driven professional with a diversified experience in Business Analysis, Research, Digital Marketing, Insurance, and Customer service. Proven ability to leverage data to identify opportunities, drive growth, and optimize business outcomes. Skilled in developing and implementing successful digital marketing campaigns that increase brand visibility, engagement, and lead generation. Expertise in the insurance industry, including policy development, underwriting and claims management. Created a Power BI dashboard to analyze all colleges and universities with ESG practices which provided a clear and concise overview of key findings. Implemented an Excel and R-based data analysis solution for Jem Intercontinental which successfully reduced expenses by 20%. Strong customer service skills with a focus on enhancing the customer experience and building lasting relationships

**Accomplishment**

* Won 3rd place in a business simulation game with two colleagues while demonstrating collaborative teamwork and strong communication skills
* Significantly increased brand awareness and customer acquisition through improving the company's social media presence and engagement
* Successfully implemented a project alongside a cross-functional teams to deliver data-driven insights

|  |
| --- |
| **WORK EXPERIENCE** |

**Saint Mary’s University, Halifax, NS** Nov 2022 - Current

*Assists in the collection of data for inference and analysis of research projects on sustainability*

**RESEARCH ASSISTANT**

* Conducted comprehensive research on the impact of corporate governance on equality and diversity in the workplace
* Compiled research reports and presentations, including visual aids and graphics, to effectively communicate research findings and recommendations
* Applied the evidence based approach ensuring information are factual and relevant to the course of the study
* Utilized Power BI to analyze data and uncover insights for a presentation on schools implementing the Environmental, Social and Governance (ESG) practices
* Designed interactive dashboards and visualizations to effectively communicate findings

**Nokware Skincare, Accra, GH**  *Aug 2022- Sept 2022*

*Dedicated to creating natural and effective skincare solutions that promote healthy and radiant skin for all*

**SOCIAL MEDIA & MARKETING STRATEGY ASSOCIATE**

* Developed and executed social media strategies across various platforms such as Instagram and TikTok to increase brand awareness and engagement
* Analysed metrics on the performance in order to make data-driven decisions on future strategy
* Collaborated with cross-functional teams, including Design, C-suite, and Product teams, to develop and execute engaging marketing campaigns
* Managed and grew the company's social media presence, including creating and scheduling content, responding to user comments and messages, and managing community-building initiatives

**Jem Intercontinental Services, Tema, GH** May 2020 – Dec 2020

*Provides quality fumigation and disinfection services that conform to international regulations*

**BUSINESS ANALYST (INTERN)**

* Conducted a reliable cost analysis by reviewing the company's income and expense reports to identify areas for cost reduction
* Collected data from multiple sources, cleaned and pre-processed the data, and conducting statistical analysis to identify areas for cost reduction, thereby reducing expenses by 20%
* Cleaned and analyzed data using tools such as RStudio to draw conclusions based on findings.
* Utilized Power BI to provide clear data visualization for C-suite executives, helping them make informed business decisions
* Prepared technical reports after conducting statistical analysis of problems at hand, effectively communicating findings to stakeholders
* Assisted other departments to help them achieve their goals and improve overall efficiency

**Phoenix Life Assurance Company Ltd., Accra, GH** June 2019- July 2019

*Provides quality life insurance service through new & innovative products and excellent customer service*

**MICRO LIFE INSURANCE ADVISOR (INTERN)**

* Demonstrated exceptional customer service by providing clear and concise explanations of coverages and claims processes
* Ensured smooth claims management by initiating new claims and arranging for necessary assessments and investigations
* Contributed to the timely and successful resolution of claims by following up with clients and ensuring the submission of necessary documentation
* Demonstrated a team-oriented approach by providing support and collaborating with colleagues during peak periods
* Supported the micro-insurance department in achieving its goals by assisting in report preparation and proposal development

|  |
| --- |
| **EDUCATION** |

**Masters of Business Analytics,** Saint Mary’s University, Halifax, NS 2023

**Bachelor of Science in Actuarial Science,** University of Ghana, Accra, GH2022

|  |
| --- |
| **COLLEGIATE ACTIVITIES** |

**Programming workshops** 2022

* Attended on-campus workshops focused on programming languages such as R and Python, and participated in AI workshops and conferences
* Improved technical skills by learning about the latest advancements in AI and programming
* Built a strong portfolio by utilizing knowledge and skills gained from workshops and conferences

|  |
| --- |
| **TECHNICAL SKILLS** |

R programming ,|, Python ,|, SQL ,|, Power BI ,|, Office 365 ,| Canva