EBENEZER KWAW

Public Health Specialist | Data & AI Practitioner | Digital Marketing Freelancer
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https://kwaw-ebn.github.io/Ebenezer-Kwaw-portfolio/ | GitHub:
https://github.com/kwaw-ebn

PROFESSIONAL SUMMARY

Results-driven multidisciplinary professional with over 8 years of experience in public health analytics, AI-driven data solutions, and digital marketing strategy, delivering scalable innovations that enhance decision-making and organizational impact.

WORK EXPERIENCE

FREELANCE DIGITAL MARKETER, *REMOTE*
Generation Ghana
April 2025 - Present

- **Planning, launching, and managing** Facebook & Instagram ad campaigns, currently **driving a 35% increase in website traffic** for clients.
- **Developing and executing** Instagram growth strategies, **gaining 10,000+ followers** for a client in 3 months.
- **Optimizing** SEO for small businesses, **improving organic search rankings** and boosting online visibility.
- **Designing and running** email marketing campaigns, **achieving a 25% open rate** and **10% conversion rate**.

DIGITAL MARKETING BOOTCAMP GRADUATE,
Generation Ghana
February – April 2025

- **Developing proficiency** in SEO, social media marketing, paid ads, and email marketing.
- **Creating and presenting** marketing campaigns using data analytics tools, **enhancing campaign optimization skills**.
- **Collaborating** in group projects, **strengthening teamwork and problem-solving abilities** to ensure successful project completion.
- **Presenting** complex digital marketing strategies to clients and stakeholders, **building confidence in professional communication**.
- **Thriving** in high-pressure environments, **working with diverse teams** to deliver effective digital marketing solutions.

Machine Learning Engineer (Intern)
Thrive Africa – Future of Work (Remote) *Sep 2025 – December 2025*

- Developed and deployed a Transformer-based text classification model (Distil BERT) for customer support automation.

SKILLS

- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter)
- Google Ads & SEO Optimization
- Content Marketing & Copywriting
- Email Marketing & Automation
- Analytics & Performance Tracking (Google Analytics, Meta Insights)
- Graphic Design (Canva, Adobe Creative Suite)
- Video (Canva, CapCut)

- Machine Learning (Supervised/Unsupervised), Transformers, Scikit-learn
- Python (Pandas, NumPy, Plotly, GeoPandas, Streamlit)
- Data Analysis, Data Visualization, EDA
- SQL, Excel, Power BI
- Fast API, Flask, Git, GitHub Actions
- Public Health Program Management
- Research & M&E
- Leadership & Team Coordination
- Technical Documentation
- Communication & Stakeholder Engagement

KEY ACCOMPLISHMENTS

- **Applied ML in real projects:** Developed and deployed a **Distil BERT text classification model** for customer support automation. Link:

- Cleaned and analysed large unstructured datasets, uncovering insights that improved model **design.**
- **Built baseline ML models (TF-IDF + Logistic Regression) and improved final model accuracy and F1-score through fine-tuning.**
- **Developed a Gradio interface for real-time inference with optional Fast API/Flask integration.**
- Used GitHub workflows (branching, PRs, peer review) for version control and CI/CD.
- Delivered final project demo, documentation, and deployment architecture

PUBLIC HEALTH EXPERIENCE
District Nutrition Officer / Public Health Officer
Ghana Health Service – Agona East District | *2021 – 2025*

- Lead M&E for key health programs including routine immunization and COVID-19 vaccination.
- 2. Supervised National Immunization Day operations, logistics, and data reporting.
- 3. Member of the Disease Emergency Preparedness Committee supported outbreak response strategies.
- 4. Designed SOPs and M&E tools that improved data quality and reporting efficiency

District Representative & IPTp Program Coordinator
RootsLink Africa (Malaria Elimination Program) | *2023 – 2025*
- Coordinated community rollouts of IPTp malaria interventions.
- 2. Trained and supervised volunteers, developed SBCC materials, and strengthened community engagement.
- 3. Created a **Kobo-Collect M&E system** for real-time tracking and reporting.
- 4. Prepared district reports used by NMEP-Ghana for policy and planning

PROJECTS
ITN Usage Prediction App (Public Health ML Solution)
Built a predictive ML model to forecast **mosquito net usage behaviour** among survey respondents.
Developed a **full Streamlit app** with scenario simulation, risk segmentation, and automated predictions.
Enabled stakeholders to upload CSV/Excel/Google Sheets for bulk predictions.
Web app link: https://itn-usage-prediction-nywkrcihz3teyjvze27um8.streamlit.app/

Post-Caesarean Pain Prediction Dashboard
Created a **Random Forest-based clinical decision support system** predicting pain levels after C-section.
Integrated interactive dashboards and automated risk classification.
Deployed on Streamlit Cloud with a clean, user-cantered UI.

https://huggingface.co/spaces/Akuoko/customer-ticket
- **Delivered data-driven solutions:** Cleaned and analyzed large datasets, improving model design and deployment.
- **Professional collaboration:** Strengthened teamwork, problem-solving, and presentation skills through group projects and client-facing campaigns.
- **Technical deployment:** Built Gradio interfaces with optional **FastAPI/Flask integration**, and practiced **CI/CD using GitHub workflows**.

EDUCATION & CERTIFICATIONS

- Generation Digital Marketing Program, 2025
- **BSc. Public Health (Community Nutrition) – UDS (2012–2016)**
- **Data Science Certificate – Thrive Africa & KTU (2025)**
- **Machine Learning & AI Certificate – Thrive Africa & KTU (2025)**
- **Cybersecurity Certificate – Thrive Africa & KTU (2025)**
- **Data Lab Certificate – World Quant University (2025)**
- **Introduction to Python -Data Camp (2025)**
- **Intermediate Python - Data Camp (2025)**
- **Project Management in Global Health – Univ. of Washington (2023)**
- **Monitoring & Evaluation in Global Health – Univ. of Washington (2023)**

PORTFOLIO
https://kwaw-ebn.github.io/Ebenezer-Kwaw-portfolio/

REFERENCES
Mr. Shadrack Aidoo
Agona East District Health Directorate

Web app link: https://post-cs-pain-app-lx87gvgzyf3jucg8xq2l5e.streamlit.app/

Surveil Ai — Outbreak Risk Dashboard (MVP)
Developed an epidemiological surveillance system supporting:
✔ Login/Auth ✔ Case reporting ✔ DBSCAN hotspot detection ✔ Shapefile-based district mapping ✔ Automated data storage (SQLite + hashed passwords)
Built scaffolds for LightGBM-based outbreak risk scoring and CI/CD pipelines.
Web app link: https://surveilai-e23cnv8c8balpcvxbwjckn.streamlit.app/

Loan Defaulter Risk Prediction App
Built a supervised ML model to classify loan applicants by risk level.
Integrated a simple and intuitive Streamlit interface for real-time predictions.
Web app Link: https://machine-learning-model-to-predict-loan-defaulters-mazkvkvr4t2q.streamlit.app/

Movie Recommendation System
Developed a content-based recommender using cosine similarity and metadata.
Streamlit UI allows users to search titles and receive personalized recommendations.
Web app link: https://movierecommendation-khmzfv7djvecuar2hcmc6j.streamlit.app/

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