

MERCY KORKOR ESSEL

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Summary

I am a passionate web development enthusiast currently pursuing a web development course. With a solid background in social media and digital marketing, I bring a unique blend of skills to the table. My experience in social media and digital marketing has equipped me with valuable insights into user engagement, content strategy, and online branding. I am committed to leveraging these skills to create compelling and user-friendly websites. I am eager to continue learning and exploring new opportunities in the field of web development, with the goal of making a meaningful impact through my work.

Skills

Web Development: HTML | CSS| JavaScript | React.js

Social Media Marketing: Content creation | Campaign management | Analytics

Digital Marketing: SEO

Other: Git

Education

Web Development Course

MEST, Africa - Accra, Ghana

Expected Graduation: 04/2024

Digital Marketing

Soronko Academy

11/2023

BA Information studies and Political science Graduation: 08/2023

University of Ghana, Accra

- GPA: 3.79 / 4.00

Experience

WeddingOnBudget Accra| Digital Marketer | 04/2021 - Present

- Managed social media accounts for multiple clients, including content creation, scheduling, and engagement.
- Analyzed campaign performance metrics and provided insights for optimization
- Developed and executed digital marketing campaigns, resulting in increased brand awareness and customer engagement.

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Completed Moreton Bay Regional Council's Entrepreneurship & Innovation: Web Development on Forage.

In the simulation

- Completed a job simulation involving website planning and creation
- Created a sitemap and user flow using a diagram creation tool.
- Used HTML & CSS to create a landing page

Projects

To-do App Website

- Designed and developed a to-do list application using React.js.
- Implemented features such as adding, editing, and deleting tasks
- local storage for data persistence and user experience enhancement.

E-commerce Website

- Developed a fully responsive e-commerce website using HTML, CSS, and JavaScript.
- Designed an intuitive user interface with smooth navigation and visually appealing layouts to enhance the shopping experience.
- Implemented dynamic product listings, allowing users to browse and explore various categories and products effortlessly.
- Utilized JavaScript to enhance interactivity, such as dynamic cart updates, product filtering, and search functionality.

Movie Database Website

- Designed and developed a movie database website using React.js.
- Implemented features such as searching, filtering, and sorting movies based on various criteria like genre, release year, and ratings.
- Utilized APIs to fetch movie data from external sources and display detailed information about each movie.
- Implemented a user-friendly interface with intuitive navigation and responsive design for optimal viewing across devices.

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- Incorporated features like user reviews, ratings, and recommendations to enhance the user experience.

Awards & Certifications

2019 | 2nd runner up out of 10 teams |Kumasi Hive Hackathon

2023 | Digital Marketing Certificate | Soronko Academy

2024 | Web Development on Forage. In the simulation [Moreton](#)