

# ISREAL KWABENA BOATENG

I SOFTWARE DEVELOPER | VISUAL DESIGNER | DIGITAL MARKETER

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## PROFESSIONAL SUMMARY

I am a dedicated and innovative Software Developer and Graphic Designer with experience in web development, digital marketing, and graphic design. I possess a strong blend of creativity and technical skills, allowing me to create impactful digital experiences and solutions. My proactive approach and adaptability enable me to excel in dynamic environments and contribute effectively to organizational goals. I am passionate about learning new technologies and continually improving my skill set.

### TECHNOLOGY AND TOOLS

- Linux
- MySQL/PostgreSQL
- Python / React / Java
- Wordpress
- Affinity Designer
- Google Analytics

### SKILLS

- Full-Stack Web Developer
- Graphic Design and Digital Branding
- SEO and Digital Marketing
- Project Management
- Sales and Client Engagement

### COMPETENCIES

- Web Application Development
- Digital Design
- Analytical and Problem Solving
- Creativity and Innovation

## WORK EXPERIENCE

Facilitator / Web Developer | Eastern Tech Hub | Eastern Region - Koforidua (2024 - Present)

*Remote / Contract*

- Lead facilitator for programming classes, including Python For beginners and cyber awareness sessions at SHS schools across the Eastern Region.
- Develop and deliver comprehensive curricula aimed at enhancing digital literacy and cybersecurity awareness among students.
- Coordinate workshops and interactive sessions to equip students with essential coding and problem-solving skills.
- Assist in the creation of web development projects, leveraging technologies like HTML, CSS, React Django , JavaScript, and WordPress.
- Collaborate with educational institutions and local stakeholders to promote STEM education and digital innovation in the region.

### Web Developer | Express Global Limited | Accra - Adabraka (2022 - 2023)

#### *Remote*

- Designed, built, and maintained the company's website, ensuring a robust online presence through effective web development strategies that improved site performance and usability.
- Directed social media management and SEO optimization, driving higher engagement and search rankings through targeted digital marketing efforts, including successful Google Ads campaigns.
- Developed eye-catching promotional graphics and digital advertisements, ensuring consistency in branding across all online channels, from social media to email marketing.
- Collaborated with the marketing team to create campaigns that aligned with brand goals, enhancing both online traffic and customer retention rates.

### Graphic Designer | Papavi Multimedia | Accra - Kwabenya (2018 - 2019)

#### *On-site*

- Produced a wide range of visual assets, from logos and banners to product labels, catering to clients in industries such as retail, hospitality, and tech.
- Managed the end-to-end design process, working closely with clients to understand their needs and delivering high-quality designs on time and within budget.
- Played a key role in enhancing brand visibility by crafting designs that were not only visually compelling but also aligned with the client's overall brand strategy.
- Delivered solutions that optimized the customer's brand identity, ensuring that every design conveyed the right message and stood out in the market.

### Sales Assistant | Blue-Town WiFi | Koforidua (2020 - 2021)

#### *Part-Time*

- Provided expert sales support for internet service packages, successfully identifying client needs and recommending appropriate service plans, which improved overall customer satisfaction.
- Conducted on-site inspections of AP connectivity, diagnosing issues and providing swift resolutions to ensure optimal service delivery for customers.
- Enhanced customer engagement through personalized product demonstrations, effectively translating technical features into tangible benefits for a non-technical audience.
- Actively participated in promotional events, boosting service subscriptions by building relationships with potential clients and providing excellent after-sales support.

National Service / Intern | Guinness Ghana Breweries PLC (Diageo) | Accra (2019 - 2020)

*On-site*

- Assisted sales executives in the execution of innovative marketing campaigns aimed at promoting new product lines, increasing brand awareness, and boosting sales in key regions.
- Played a significant role in supporting the launch of new products, coordinating marketing materials and collaborating with the sales team to ensure smooth rollouts.
- Provided administrative support to the sales team, including data analysis and reporting, which helped refine future marketing strategies based on consumer trends and feedback.
- Contributed to the success of brand activations and other promotional events by managing logistics, overseeing on-site branding, and engaging directly with consumers to gather feedback.

## EDUCATION & QUALIFICATIONS

### **Koforidua Technical University , Koforodua**

#### **BSC COMPUTER SCIENCE**

Developed a comprehensive understanding of computer science principles, with practical experience in software development, database management, and systems administration. Gained proficiency in programming languages, data structures, and algorithms, alongside hands-on projects in cybersecurity and cloud computing. Acquired advanced problem-solving skills and a strong foundation in IT infrastructure, positioning me to tackle a wide range of technology-driven challenges.

### **Koforidua Technical University , Koforodua ( June 2022)**

#### **HDN COMPUTER NETWORKING**

Achieved a solid foundation in network management, with hands-on experience in configuring and maintaining network systems. Certified in CCNA-1, which provided the essential skills in routing, switching, and troubleshooting complex network infrastructures. Developed expertise in managing network security and ensuring data integrity across various platforms.

## Short Courses, Self-Studies, and Certifications

- ☐ Django Web : Web Development
- ☐ Zaid Security : Cyber Security
- ☐ SEO & Marketing
- ☐ Linux essential

## REFERENCES

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