

# Godfred Peprah Owusu

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## EDUCATION

BPP University | London, UK

MSc Management with Data Analytics

- Expected Grade: Distinction

Feb 2025 – Feb 2026

Kwame Nkrumah University of Science and Technology (KNUST) | Kumasi, GH

BSc (Hons) Business Administration

- Grade: 1st (First Class Honours)

Jan 2021 – Sep 2024

## WORK EXPERIENCE

University of Media, Arts, and Communication | IT Support | Accra, GH

Oct 2024 – Jan 2025

- Diagnosed and resolved software, hardware, and network issues, reducing downtime and maintaining smooth academic operations for over 200 users.
- Enhanced IT infrastructure performance by maintaining servers, Wi-Fi networks, and computer labs, ensuring 90% uptime for daily university activities.
- Installed, configured, and updated software applications and operating systems across 100+ computers, improving system security and user productivity.
- Set up projectors, audio-visual tools, and IT equipment for lectures and events, enabling seamless presentations and efficient learning environments.

Mpact Consult | Frontend Developer | Kumasi, GH

Sep 2023 – Jan 2024

- Developed responsive web and mobile applications using Flutter and React JS, accelerating project delivery and improving user experience for over 100 clients.

Ghana Web Designs Ltd | Graphic Designer, Web Developer | Kumasi, GH

Sep 2023 – Jan 2024

- Designed marketing materials, including brochures, flyers, and social media posts, increasing campaign engagement by 30%.
- Applied UX design principles to streamline user journeys and enhance satisfaction across digital products, improving usability scores by 20%.
- Executed digital marketing strategies for web design projects, boosting online visibility and user engagement by 25%.
- Implemented SEO, social media marketing, content development, and email marketing to strengthen digital campaigns and drive traffic growth.

Erickos Softech | Graphic Designer & Internet Cafe Attendant | Accra, GH

Jan 2022 – Jan 2024

- Delivered comprehensive IT support services, including typing, browsing, and research writing, to over 100 customers daily.
- Managed downloading, printing, scanning, and document attachments, streamlining email correspondence and improving customer satisfaction.
- Created promotional materials such as flyers, business cards, and advertisements, increasing brand visibility for local businesses.
- Resolved technical challenges on electronic devices, providing prompt solutions and enhancing customer retention rates by 15%.

MeriSKILL | Data Analyst | Remote (US)

Nov 2023 – Dec 2023

- Analyzed sales data to identify trends and generate actionable insights, supporting data-driven business decisions.
- Conducted HR data analysis to understand employee attrition patterns and recommended strategies to improve retention by 8%.
- Developed and trained a diabetes prediction model using health data, improving early-risk detection and supporting healthcare decisions.

## RESPONSIBILITIES & ACHIEVEMENTS

Webcase Digital | Co-Founder | Hybrid

Jan 2024 – Present

- Built responsive, user-focused websites and mobile applications to streamline operations and elevate digital presence for clients.
- Designed impactful promotional content to boost brand identity, improve outreach, and support effective marketing campaigns.

Ghana Tech Lab | Data Science - Power BI, Excel and MySQL | Remote

Feb 2024

J.P. Morgan | Software Engineering Virtual Experience Program (Forage) | Remote

June 2024

Accenture | Data Analytics and Visualisation Virtual Experience Program (Forage) | Remote

Jul 2024

Software Engineering | Asante and Partners | Remote

May 2024

## SKILLS & INTERESTS

**Technical Skills:** Python, SQL, Power BI, Microsoft Office Suite (Excel, Word, PowerPoint)

**Software Development & Design:** JavaScript (React, Next.js), Flutter, MongoDB, Adobe Photoshop, Adobe Illustrator, Canva

**Soft Skills:** Market Research, Stakeholder Management, Problem Solving, Written & Verbal Communication, Analytical Thinking, Critical Thinking, Data Analysis, Risk Management, Team Leadership, Project Management, Decision-Making, Commercial Awareness, Organisation, Attention to Detail, Presentation, SEO, UX/UI Design

**Interests:** Software Development, Data Analytics, Machine Learning, AI & Innovation, Football, Emerging Markets, Gym & Personal Development, Infographics