

RAPHAEL NAPOLEON ATIKPO

Marketing Operations Specialist

Ghana | 🌐 Open to remote

✉ [Email](#) | 🔗 [LinkedIn](#) | 📁 [Portfolio](#)

PROFESSIONAL PROFILE

Marketing Operations Specialist with practical experience supporting analytics, tracking, and CRM workflows. Skilled in GA4, Google Tag Manager, HubSpot, and reporting systems that improve visibility into marketing performance.

SKILLS

- Marketing Operations & Systems
- Analytics & Measurement
- Tag Management & Tracking
- CRM & Marketing Platforms
- Reporting & Data Management
- Automation & Workflow Logic
- Remote & Professional Skill

WORK EXPERIENCE

Sales & Marketing Associate | **Awak company limited** [Nov. 2023 to Mar. 2025]

Responsibilities

- Creating and updating property listings on the company website and external portals
- Managing social media pages (Facebook, Instagram and X)
- Identifying potential corporate tenants or individual buyers through networking
- Assessing and reporting maintenance issues

EDUCATION

Bachelor of Marketing and Information Technology [2020 – 2022]
Ho Technical University, Ho

HND Marketing [2017 – 2020]
Ho Technical University, Ho

CERTIFICATION

HubSpot Reporting Certification [[Verify Certificate](#)]

HubSpot Marketing Hub Software Certification [[Verify Certificate](#)]

Google Analytics Certification [[Verify Certificate](#)]

Google tag manager [[Verify Certificate](#)]

Google Digital Marketing & E-Commerce Certificate [[Verify Certificate](#)]

TOOLS & TECHNOLOGIES

GA4 | Google Tag Manager | HubSpot | Google Sheets | Zapier | Looker Studio (basic)

AVAILABILITY

Open to full-time, contract, or project-based remote roles