

W KOLE MENSAH

LEAD CREATIVE STRATEGIST

SOFTWARE SKILLS

Creative: Adobe Suite, Figma, Canva, Photoshop, Spark AR, Lens Studio, Videoleap

Data: SEMrush, Google Analytics, Google Ads, Adwords, Facebook Ads, SEO

CRM: Mailchimp, Klaviyo, Hootsuite, Zapier, Zendesk

Info: Microsoft Office (*word, powerpoint, keynote*), Git

SM Platforms: Tiktok, Instagram, Pinterest Youtube, Twitter

LANGUAGES

English	◆	◆	◆	◆	◆
Spanish	◆	◆	◆	◆	◆
French	◆	◆	◆	◆	◆
CSS	◆	◆	◆	◆	◆
Ruby	◆	◆	◆	◆	◆

EDUCATION

Bachelor of Art (3.5/4.00 GPA) - Music

University of Westminster

2013-2017

Modules included: Audio Engineering, Music Business & Management, Music Marketing, Scoring & Theory, Audio production

A Levels (3.3/4/00 GPA)

Richmond Upon Thames College

2011-2013

Courses included: Music, History, Philosophy

PROFILE

A passionate and dedicated out of the box thinker with over 6 years experience within the marketing and creative strategy realm, thriving in different sectors such as digital, B2C, & influencer marketing, and content ideation, Developing skills including trend spotting and evaluation, networking, influencer relations & more. I am heavily into music/entertainment, fashion, crypto currency, tech, and web3 and would love to work in an environment that will nurture any of these. I am young, tenacious, hungry and always willing to go above and beyond to achieve results and hit all targets set.

WORK EXPERIENCE

Head Creative Strategist

London, UK

CAPPD

2020-2022

- Surpassed company profit expectations within 5 months of incorporation by initiating social media marketing techniques using brand familiar graphics to earn a 5 figure revenue inside the first 2 financial quarters.
- Expanded brand reach by establishing sector specific influencer agreements every month, leading to an average 300-400% social media engagement PCM and 2 editorial interviews including KOL and Viper Magazines.
- Brokered partnership deal with global talent. resulting in a reach of 25 million Instagram users.
- Developed engaging content to drive traffic, engagement, and customer retention on social media, websites, paid media, landing pages, CRM platforms, and more.
- Defined and established brand voice across different platforms and products, set the creative direction across various projects and translate brand strategy into creative concepts.

Marketing Manager

London, UK

A2i London

2017-2020

- Increased company exposure from an average of 160 daily engagements to an overall reach of 126,000 people by mapping a new partnership with the Wimbledon Tennis Foundation, leading to billboard Interviews during breaks at centre court & court 2.
- Successfully ideated and implemented a 5 point strategy plan to captivate specific target demographics using social media community micro-influencers to convey a grass-roots initiative, resulting in 6 weeks of advanced bookings, converting to the highest income month in the company's history.
- Established robust partnerships with distinguished individuals such as London mayor Sadiq Khan to better assure the companies goals were more attainable by having the brand name at the forefront of educational debate.
- Worked closely with various business units and stakeholders to drive results, building strong relationships to ensure accountability and high performance.

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LEAD CREATIVE STRATEGIST

COURSES

- Fundamentals of Digital Marketing
- SEO & SEO Analytics
- Turning Data into Insights
- First Response First Aid
- Foundations of UX Design

REFERENCES

Elizabeth Takyi



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edward@edwardflemingjewellery.com

WORK EXPERIENCE

- Assistant sales op

London, UK

The Gold Gods USA

2018-2019

- Spearheaded marketing efforts to increase store traffic resulting in a 3 fold increase in sales within a 48 hour period.
- Developed conversational funnel techniques to convert multiple high value clients.
- Directed brand partnership efforts with budding fashion brands such as Jaded London & Topman by expanding personal network reach with brand owners and managers.
- Implemented and maintained company's visual standards in store, collaborating with the Visual Merchandising team, ensuring replenishment and stock management.



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