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Summary

Experienced creative strategist with a proven track record of crafting and implementing integrated marketing campaigns across diverse industries in Africa. Specializing in harnessing cultural insights, market trends, and consumer behavior to develop compelling brand stories and experiences. Recognized for driving results through well-researched and innovative approaches.

Experience

Deputy Group Head, Strategy and Planning

Noah's Ark Communications

Aug 2023 - Present (8 months)

- Managed a team of three ambidextrous strategists, driving a 20% increase in team efficiency and ensuring consistent adherence to project deadlines. Through effective leadership and collaboration, the team consistently delivered high-quality results within specified timeframes, contributing to overall project success and organizational productivity
- Crafted strategic plans that not only ignited creativity within the team but also played a pivotal role in achieving a remarkable 40% increase in pitch win success rates. These plans closely aligned with and exceeded business objectives, showcasing a synergistic blend of creativity and strategic acumen to drive tangible business outcomes.
- Earned continual praise from clients for the effectiveness of implemented campaigns, resulting in a consistently high client satisfaction rating. This positive feedback not only solidified client relationships but also paved the way for repeat business opportunities, highlighting a track record of delivering impactful and well-received solutions.

Assistant Manager, Strategy and Planning

Noah's Ark Communications

Feb 2022 - Jul 2023 (1 year 6 months)

- I spearheaded a comprehensive research and analysis initiative for Airtel's data product campaign, formulating an innovative brand and communication strategy. This strategic approach generated an impressive 5M+ views, but the remarkable aspect lies in the 99% positive sentiment it garnered, showcasing a distinctive impact on audience engagement and perception.
- I developed a compelling campaign message addressing Female Genital Mutilation through meticulous cultural and target audience research for Hacey Health. The result was a staggering 8900% increase in call-ins, showcasing not only the campaign's impact but also a significant improvement in the brand's overall perception.

Senior Executive, Strategy and Planning

Noah's Ark Communications

Jan 2021 - Jan 2022 (1 year 1 month)

- I formulated a creative messaging strategy grounded in local insights through meticulous target audience research for Airtel's home broadband. This strategy yielded remarkable results, including over 48 million impressions, 16,000+ engagements, and an outstanding 98% positive review rate.
- I crafted an inventive communication plan for the launch of Colgate's AI dentist platform, achieving an extraordinary outcome with an average daily visitation of 2000 people. This plan not only introduced the platform effectively but also fostered a consistent and substantial engagement from the audience.



Planning Executive, Strategy and Planning

Noah's Ark Communications

Jul 2019 - Dec 2020 (1 year 6 months)

- I orchestrated a comprehensive 360° brand plan for the successful launch of the Pay-attitude application. This strategic approach led to an impressive outcome with over 20,000 downloads within the first month of the campaign, underscoring the effectiveness of the brand plan in driving immediate and substantial user adoption.
- I revitalized the Peak Chocolate brand through strategic repositioning for a 2020 relaunch. The result was a remarkable 177% increase in sales volume, surpassing the top-of-mind awareness target by an impressive 59%. This success underscores the effectiveness of the repositioning strategy in both boosting sales and enhancing brand recognition.

Education



University of Cape Coast

Bachelor of Business Administration

2013 - 2016

GPA: 3.88 out of 4.0

Skills

Brand Strategy • Market Research • Data Analysis • Collaboration • Insight Generation • Trend Analysis • Creative Strategy • Consumer Research • Digital Strategy • Creativity Skills