

Kevin Eshun

16 Silica Street, Tesano, Accra, Ghana

+233 243988580 | kevin.eshun@yahoo.com | [linkedin.com/in/kevineshun/](https://www.linkedin.com/in/kevineshun/)

PERSONAL PROFILE

Dynamic marketing and branding professional with proven expertise in uncovering consumer insights, creating tailored brand strategies, and crafting impactful marketing campaigns. Strong command of copywriting, strategic planning, market research, and brand development, dedicated to driving value through thoughtful, audience-centered engagement.

SKILLS SUMMARY

- **Strategic Planning:** Campaign analysis, audience targeting, and digital ownership
 - **Creative Development:** Copywriting, brand storytelling, and content creation across channels
 - **Relationship Building:** Client relations, partnership building, and academic engagement
 - **Performance Tracking:** Campaign metrics, project cataloging, and market analysis
-

PROFESSIONAL EXPERIENCE

Ideation, Growth & Engagement Lead

Mindfull Creative Agency, Accra, Ghana | 2021 - Present

Campaign Strategy & Creative Ideation

- Analyzed campaign briefs to develop effective strategies aligned with client goals.
- Led brainstorming sessions to produce innovative, memorable campaign ideas.
- Crafted persuasive copy and developed cohesive brand assets across digital and print channels.
- Ensured all ideation tasks were executed on time and documented accurately.

Profile Building & Thought Leadership

- Authored and catalogued high-profile case studies to enhance agency portfolio.
- Authored and published thought-leadership articles to elevate industry presence and expertise.

Client Relations & Strategic Partnerships

- Developed a 5-year plan for scalable, cost-effective relationship management.
- Submitted campaign work to industry awards to boost agency recognition.

Event Planning & Academic Outreach

- Organized quarterly seminars to strengthen industry connections and thought leadership.
- Conducted annual campus visits to engage with academic communities.

Performance Tracking

- Monitored agency growth metrics, including project pitches, applications, and new accounts.

Notable Clients: *Hollard Insurance, Vanguard Assurance, Petra Trust, Lashibi Funeral Homes, and others.*

International Marketing Associate

Vancouver Island University, Nanaimo, BC, Canada | 2019

- Managed international student inquiries across multiple channels, increasing engagement by 10%.
 - Supported digital advertising campaigns to extend the university's global reach.
 - Coordinated international marketing events and distributed materials to diverse audiences worldwide.
-

Copywriter/Ideation Officer

CreativeHUB, Accra, Ghana | Sept 2015 - Dec 2017

- Developed creative concepts for advertising campaigns, contributing to over 50% of successful initiatives.
 - Created brand guidelines for clients establishing new brand identities.
 - Produced compelling copy across various mediums, enhancing brand communication strategies.
 - Supervised audio and video production teams for advertising deliverables.
 - Collaborated with clients and account teams to develop pitch decks and campaign ideas.
-

Marketing Associate (Assistant Brand Manager)

Vivo Energy, Accra, Ghana | Sept 2014 - Sept 2015

- Increased fuel sales by 15% through impactful brand activations at gas stations.
 - Led brand ambassador training sessions for a team of 40-50.
 - Monitored and analyzed sales data for a portfolio of gas stations.
 - Formulated competitive strategies through ongoing market analysis.
-

Assistant Account Executive (Intern)

EXP Ghana, Accra, Ghana | June 2013 - Aug 2013

- Conducted consumer research to inform brand activation ideas.
 - Monitored ad performance across media channels.
 - Contributed to campaign proposals alongside clients and account managers.
 - Supported ideation and execution of creative ideas for client campaigns.
 - Collaborated with operations and logistics teams on activation implementation.
-

EDUCATION

Master of Business Administration

Vancouver Island University, Nanaimo, BC | 2018 – 2019

B.Sc. Business Administration

Ashesi University College, Berekuso, Ghana | 2010 – 2014

Relevant Courses: Marketing, Social Research Methods, Competitive Strategy

CERTIFICATIONS

Google Ads Display Certification

Google | July 2019 – July 2020

Google Ads Search Certification

Google | July 2019 – July 2020