

EDWIN NARTEI BOTCHWAY

Email: edwinboat135@gmail.com Contact: 0241279657 Location: Accra, Ghana

PROFESSIONAL SUMMARY

Creative and results-driven Web Designer, Digital Marketer, and Graphic Designer with 3+ years of experience crafting engaging visual content, designing user-friendly websites, and executing impactful marketing campaigns. Skilled in a wide range of design tools and digital platforms, with a proven ability to elevate brand visibility, improve user experience, and deliver measurable results for clients.

SKILLS

- Web Design & Development: HTML, CSS, JavaScript, Figma
- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator), Figma, Canva.
- Digital Marketing: SEO, SEM, Google Ads, Social Media Advertising (Facebook, Instagram, LinkedIn).
- Marketing Analytics: Google Analytics, SEMrush, Ahrefs.
- Other Tools: Trello, Slack, Asana, Microsoft Office Suite.

PROFESSIONAL EXPERIENCE

Marketing Owner

Xcelsz – Kumasi

March, 2023 – Present

- Design and develop user-friendly websites using WordPress and custom code, ensuring responsiveness and SEO optimization.
- Create visually appealing and consistent branding materials, including logos, brochures, and digital graphics.
- Manage digital marketing campaigns, boosting client visibility through Google Ads and social media platforms.
- Analyze website performance, SEO rankings, and campaign results using Google Analytics and other tracking tools to optimize client ROI.
- Collaborate with cross-functional teams to ensure brand alignment across all marketing channels.

Web Designer & Graphic Designer

Freelance – Online

September, 2020 – August, 2023

- Designed and developed websites for small businesses, incorporating UI/UX best practices.
- Created social media graphics, brochures, and business cards, enhancing clients' visual identity.
- Assisted with search engine optimization strategies, improving website rankings and organic traffic.

Marketing Assistant

Xcelsz – Online

[March, 2023] – [March, 2024]

- Supported the marketing team with website updates, email marketing campaigns, and social media content.
- Assisted in running PPC campaigns, monitoring key performance indicators to enhance conversion rates.
- Conducted market research to inform strategy and stay updated with industry trends.

National Service – IT Support

Civil Service Training Centre

November, 2023 – October, 2024

- Provide technical support to end-users, diagnosing and resolving hardware, software, and network-related issues.
- Install, configure, and maintain computer systems, printers, and peripheral devices, ensuring proper functionality and security.
- Troubleshoot network issues, Wi-Fi, and LAN/WAN connectivity, to ensure uninterrupted access to systems.
- Assist in the installation, configuration, and maintenance of business applications and software, ensuring compatibility and smooth operations.

EDUCATION

General Arts

Presbyterian Senior High School – Akuapem Mampong

September, 2014 – May, 2017

Bachelor of Science in Information Technology

Bluecrest University College – Kokomlemle, Accra

September, 2019 – July, 2023

CERTIFICATIONS

- ISO/IEC 27001: Information Security Associate – 2023
- Foundation of Business and Entrepreneurship – 2023
- Cyber Security Tools & Cyber Attacks – 2021
- Database Management Essentials – 2021

LANGUAGES

- Ga
- Twi
- English

REFERENCES

Mrs. Dora Gyawa Dei-Tumi
Principal
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