



**ALBERTA ASANTE
YEBOAH**

@ albertaasante78@yahoo.com
+233244905028/+233500007999
ACCRA - GHANA

Dear Sir/Madam,

I am writing to express my keen interest in Marketing and Project Manager position recently advertised by your esteemed organization. I have reviewed the requirements and find that they closely align with my educational background and professional experience. Enclosed, please find my resume, which provides comprehensive details about my qualifications and skills for your consideration.

Throughout my career, I have shouldered significant responsibilities with unwavering dedication. My professional endeavors have included conducting thorough market analyses of services and products, preparing comprehensive analysis reports, collaborating closely with the research data product team to ensure the currency of collected data, and managing product lead communications.

My academic background includes MSc Project Management, a Bachelor's degree in Business Administration with a focus on Marketing from Kwame Nkrumah University of Science and Technology and an HND in Marketing from Koforidua Technical University.

I bring to the table a profound understanding of online media advertising, strong interpersonal and communication skills, the ability to foster and maintain client relationships, and a sound grasp of product and service development. The competencies essential for this role encompass communication and interpersonal skills, negotiation abilities, research and strategy acumen, business intelligence, and networking.

Furthermore, I possess three years of experience in the pharmaceutical industry, particularly within the healthcare sector. My educational foundation in Marketing equips me to excel in this role, and I am committed to upholding confidentiality in the workplace, including safeguarding sensitive information through password protection and adherence to established policies and procedures.

Recognizing the evolving landscape of business in the digital age, I am well-prepared for the digitalization needs of this role. I am equipped with the necessary communication skills.

My approach combines both independent work and effective teamwork. I am confident in my ability to not only meet but exceed your expectations. I am eager to have the opportunity to discuss my candidacy in more detail during an interview. I deeply appreciate your time and consideration.

Kind Regards,

Alberta Asante Yeboah

ALBERTA ASANTE YEBOAH



**ALBERTA ASANTE
YEBOAH**

@ albertaasante78@yahoo.com
+233244905028/+233500007999
ACCRA - GHANA



OBJECTIVE

Seeking position in your reputable organization in which my skills and knowledge can help further the development of the organization.



PERSONAL DETAILS

Nationality : GHANAIAN
Gender : FEMALE
Driving Licence : Licence B
Personal Profile : am well organized person, able to take initiative and work with minimum or no supervision. I am able to adapt to changing conditions and a fast learner with the skills of excellent communication, team work and enthusiasm driven by a passion for excellence in what I do.



SKILLS

Marketing strategy for maximizing customer base Solid knowledge of Sales and marketing management in a pre-paid industry setting. Exceptional knowledge of current practices and developments in the industry. Proficient with accounting practices and procedures. Proven management skills in the area of target setting, resource allocation and financial management. Ability to develop innovative strategies to optimize business activities. Excellent ability to present clear written and oral report research, works plus exceptional interactive skills. Computer literate (Microsoft Word, Excel and Power point) Good team player, with first rate interpersonal relationship on works assigned. SKILLS Sales Management, Brand Development & Management, Marketing Management Negotiation, Gas and oil operations, Strategic Marketing, Pharmaceutical Sales, Microsoft



INTERESTS

Social media management, Networking, Digital marketing and Exploring new softwares or applications



REFERENCE

MR VON KITI - Ghana Revenue Authority
Chief Revenue Officer

DR Yaw Brew - KOFORIDUA TECHNICAL UNIVERSITY
Head Of Department -Marketing



EXPERIENCE

2009 - 2014

PANOS OIL AND GAS

Account and Operations Officer
Provide inspired leadership for the organization.
Make important policy, planning, and strategy decisions.
Develop, implement, and review operational policies and procedures.
Conducting Negotiations and knowing competitors and suppliers of the field
Help promote a company culture that encourages top performance and high morale.
Oversee budgeting, reporting, planning, auditing and financing
Work with senior stakeholders.
Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
Work with the board of directors to determine values and mission, and plan for short and long-term goals.
Identify and address problems and opportunities for the company.
Build alliances and partnerships with other organizations.
Support worker communication with the management team
Knowledge of trade of petroleum and market research on stock exchange
Ensuring that all products and services meet high quality standards
Prepare Reports, presentations, contract, manage, logistics, provide quality control and safety requirements.

VODAFONE GHANA

Customer Care Executive
Maintaining database and identify opportunities for business optimization.
Utilizing proposal to identify customer interests and product needs.
Supporting commercial communications to achieve business objectives.
Managing and maintaining documents for business approval purposes.
Solving problems for using Customer Relation Management Systems (CRMS)
Carrying out market analysis to identify target customers and other factors to decide major buying factors
Developing innovative marketing plans to promote company products and services.
Developing sales promotion materials to acquire new customers and retain existin customers.
Maintaining healthy and professional relationship with existing customers.

Promoting direct and vendor managed sales.
Managing key performance indicators in line with business objectives.
Cashiering, receiving and selling stocks. Using Customer relationship management CRM)software as well.
Lead ,motivate and develop a team of customer success advocate within a time sensitive and demanding environment and deliver on (KPIs)
Using factura (ACCOUNTING SOFTWARE)to monitors sales of product and paymentmade.

TOBINCO PHARMACEUTICAL

Sales and marketing executive

The collection and recording analysis and presentation of financial operations.

Administrative roles within the organization

Financial data collection, entry and report generation in the organization. Selling of products to hospitals and pharmacy shops

Stock count and Sales returns

Source platforms for wider marketing for sales of company product

Conduct market research and analysis

Increase the Sales Revenue of the company

Exhibit excellent service for customers and staff at all time

Ensure that your Team Members have clear Sales Target and ensure the achievement

of the target at all time

Review invoices for accuracy and break them into inventory categories

Establish standards to meet quality, pricing, margin control, and customer service

Establish and oversee adherence to health and safety standards and practices for

product acquisition and handling. Assist customers with product questions and special orders. Offer samples

and suggestions for purchase and preparation in a friendly, courteous manner

Provide product information for newsletter, promotions, and customer inquiries

Ensure accurate product labeling and clear, attractive signs

Get credit from suppliers where applicable for returned or low-quality product.

Advise management on ways to improve upon the marketing of Product

Billing and Invoicing using Integrated Business Information Systems (IBIS

ACCOUNTING

GHANA REVENUE AUTHORITY
NATIONAL SERVICE PERSONAL
UNIT : Large Taxpayers Office (LTO)
AUDIT

DUTIES. :Perform tax assistant duties to the tax department.
Assist tax professionals and tax consultants ie PriceWater Coopers,KPMG,Deloitte and Hans&Young in handling taxation matters.
Answer and respond to clients' inquiries on their tax problems.
Schedule and organize tax works and assignments for tax professionals and practitioners.
Assist and support tax practitioners and professionals in filing tax returns on time.
Organize and manage all tax reports, financial statements and documents relating to clients.
Assist and support administrative staff of the tax department.
Assist and support audit team in their tasks of tax audits.
Maintain strict client confidentiality relating to their tax matters.
(Withholding Certificate,PAYE,TAX Clearance Certificate)
Adhere to tax professional standards and ethics in tax assistant functions.

SPORTY BET COMPANY

Call Center Executive
Providing 1st class customer service Live Chat and e-mails.
• Dealing with customer enquires in a timely and professional manner•
The first point of contact, primarily email and Live Chat
• Handle any customer service queries to satisfaction.
• Taking ownership of customer inquiries and resolving new cases at first contact.
• Identify and maximize sales opportunities through cross-selling and up-selling approaches.
• Maintain knowledge of products,Markets,procedures and policies so an accurate and high level of service can be provided to customers
• Escalate and record customer complaints.
• Record and check the accuracy and comprehension of data uploaded on to the CRM database system

2021 -

**DEYSARK COMPANY (DAINESS
FOODS FMCG)**

Assistant Marketing Manager
Assist Marketing Manager in
planning and supervising marketing
operations to achieve revenue
target.

Coordinate with Brand Manager in
developing marketing plan and
budget. Analyze sales data and
determine sales forecast.

Recommend creative and cost
effective promotional activities.

Conduct marketing campaigns and
trade shows to promote brand
awareness among consumers.

Coordinate with art departments to
develop window displays and
signage.

Assist in designing and developing
marketing collaterals and
promotional materials.

Maintain customer relationship
programs and track
customersatisfaction.

Collaborate with Advertising
Manager to initiate new consumer
promotion campaigns and to
develop consumer engagement
plans.

Generate sales and marketing
reports to management when
needed.

Cooperate with the management in
the development of marketing
programs and criteria to achieve
sales goals.

Evaluate current marketing
program and recommend
improvements.

Stay updated with latest marketing
trends and competitor activities.

. Assisting with promotional
activities

. Visiting customers/external
agencies

. Helping to organise market
research.

.Work closely with employees in
other functions, such as
advertising, market Skill.

2023 -

NOBLE INTERNATIONAL BUSINESS SCHOOL

Program Advisor
Educating prospective students on our DOCTORAL programs PHD DBA DBL EMBA
Building rapport with alumni fraternity.
Education fair in and outside Ghana
Accepting and filtering student applications
Assessing applications according to our eligibility criteria
Organizing and filing of recruitment documentation
Providing consultations with prospective students when requested
Referring prospective students to specific program directors for additional information (when needed)
Processing student registration and payment
Communicate with applicants about their application status, including acceptance/rejection
Responding to information requests
Participating in (or delivering) info sessions if needed
Other duties as assigned
Referring accepted students to scholarship and bursary information as APPLICABLE
Engaging students in Nigeria,Togo Senegal and other African countries

*EST AMERICA TIME
ZONE - Part time till
date*

Flash INTEL - SOFTWARE DEVELOPMENT COMPANY -USA
Project Lead -REMOTE (EST AMERICA TIME ZONE)
Develop project plans, set goals and budget as well as identify and manage resources
Produce deliverables on the agreed-upon timetable
Monitor, track and report on progress and performance, including budget
Partner with internal and external stakeholders to ensure success
Lead project team, offer mentoring, training and guidance
Adjust project constraints as needed to deliver quality
Conversant with MS PROJECT SOFTWARE
PMIS
Cold calling and booking sales meetings



EDUCATION

2024

Kwame Nkrumah University of Science
MSC PROJECT MANAGEMENT

2019-2021

Kwame Nkrumah University of Science
BSC BUSINESS ADMINISTRATION
MARKETING

2015-2018

**KOFORIDUA TECHNICAL
UNIVERSITY**
HND MARKETING

2011

Presbyterian University of College
Diploma in Accounting