

MAWUFEMOR ASHONG

Educating. Mentoring. Branding

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SUMMARY

IT professional with expertise in creating, implementing and optimizing social media strategies and the coordination of large or small scale training for SMEs, NGOs and Government Agencies.

Proficient in application development, systems design, database design and administration, corporate graphic design, and photography.

Conversant with the legal and regulatory framework surrounding the use of digital systems and personal data both online and offline.

SOCIAL MEDIA MARKETING

Social Media Manager - Ghana Health Service
January 2020 – Present Greater Accra - Ghana

- Helped in increasing the twitter followers from 120 to over 50,000
- Identified social media marketing goals
- Provided in-agency training and education for the Ghana Health Service Public Relations team on Social Media communication during the COVID-19 response
- Planned, designed and supported production of all COVID-19 communication on twitter
- Served as and represented Ghana Health Service through guest posting
- Monitored the effectiveness of social media efforts and engagements
- Monitored the organization's reputation on social media and react to negative feedback

Digital Marketing Trainer - Ho Node Foundation
November 2018 Volta Region - Ghana

- Conducted immersive digital marketing training for entrepreneurs (SMEs)
- Supported SMEs to create social media accounts based on their specific area of interest
- Provided advice to SMEs on social media activation and strategies
- Trained SMEs on how to create content calendars and execution
- Trained SMEs on how to monitor digital analytics reports

HIGHLIGHTS

- ◆ 13 years professional working experience in social media marketing, graphic designing, photography and training
- ◆ Technology advisory to Ghana COVID-19 response and management
- ◆ Coordinator for the implementation of eIDSR in Ghana

EDUCATION

Field Epidemiology for Managers
Japan International Co-operation Agency, Japan
2019

Drone Technology and GPS/GIS
Ghana Technology University College, Ghana
2018

B.Sc. Hons (Computer Science)
University of Cape Coast, Ghana
2007 – 2011

General Science
Bishop Herman College, Ghana
2003 - 2006

COLLABORATIONS

JICA Tokyo - Japan 2019
Support Development of JICA Co-Creation Programme Online Platform

CDC Atlanta - USA 2019
Developed the Ghana Weekly Epidemiological Report Progressive Web App

WHO AFRO - IDSR Guidelines - Ghana 2018
Third Edition Document Review

National Information Technology Agency - Ghana 2016
Website Design and Development Standards Policy Draft Document

SOCIAL MEDIA MARKETING

Digital Marketing Trainer - Ghana Association of Prosthetics & Orthotics

July 2019

Greater Accra - Ghana

A three days immerse workshop on how to promote the Prosthetics and Orthotics profession by promoting the professional

- Introduced participants to social media platforms and its importance to their profession
- Trained participants on how to use social media to promote their professional expertise and the profession as a whole
- Trained participants on how to measure their social media presence impact
- Trained participants on how to create content calenders and execution

Social Media Manager - Campus Informer

November 2011 - September 2019

Greater Accra - Ghana

- Initiated, strategized and coordinated all social media efforts across all channels
- Planned and designed and production of all corporate marketing communications
- Developed the social media strategies for the organisation
- Managed delivery of monthly digital analytics reports
- Authored articles for social media posts
- Reviewed posts/comments to ensure quality of the brand
- Developed and implemented email marketing strategies as part of corporate digital marketing
- Created all social media campaigns

PHOTOGRAPHY

Photography Trainer - Ho Node Foundation

June 2019

Volta Region - Ghana

A 5 days workshop on photography for beginners that was meant to help entrepreneurs master the use of digital cameras. The training covered the areas

- An introduction to photography and cameras
- Photography principles
- Harnessing Natural and artificial lights
- Photography people and places
- Product Photography
- How to charge for photography as business

Corporate Photography Services Clients (2014 - 2021)

- Transmed Ghana Limited
- Netbank South Africa
- Ghana South Africa Business Council
- West Coast Gas Limited
- Airtel Ghana
- The Laundry People
- JobHouse Ghana Limited
- Bolgatanga Regional Hospital Project Monitoring
- Ghana Health Service

SKILLS

Social Media Platforms

Google Analytics

Photoshop

Increasing Brand Awareness

Brand Identity

Advertising Design

Training

SEO

Design thinking

Database Implementation

HTML/PHP/CMS

MY TIME

1. Keeping team members awake
2. Developing project work plans
3. Management/Stakeholder engagement
4. Software Testing and customization
5. Designing and redesigning of application user interfaces
6. User training on use of new systems & technologies
7. Developing training plans and manuals

REFEREES

Available on request

BRANDING & GRAPHIC DESIGN

COVID-19 Preparedness and Response

Ghana Health Service

January 2019 - Present

Greater Accra - Ghana

- Designed all COVID-19 flyers used for risk communication at the Kotoka International Airport billboards and digital screens
- Designed all COVID-19 content and infographs used to update the general public
- Designed the COVID-19 website user interface

Global Epidemic Prevention Project (GEPP)

Ghana Health Service

January 2019

Greater Accra - Ghana

- Designed the GEPP Brand Identity involving logo design, colour selection, and fonts family
- Designed all branding items
- Involved in the interview and selection of the photography team for the launch of the GEPP
- Liaised with the Korea Telecom (KT) Team on how to use the brand in the mobile application

Other branding and design services clients (2008 - 2021)

- Soldiers of Photography (2019)
- Comprehensive Rehabilitation Services Limited (2018)
- Sumotech Infrastructures Limited (2017)
- Flora Sackey (2016)
- BHOBU GAMES (2016)
- Ghana's Most Beautiful UK (2013)
- Campus Informer (2012)
- Association of HND Secretaryship and Management Students (2008)

OTHER EXPERIENCES

IT Manager

Disease Surveillance Department, Ghana Health Service

March 2018 – Present

Greater Accra - Ghana

- Technology Advisor to Director of Diseases Surveillance Department
- Drafting strategies for Smart Disease Surveillance
- Technical support for disease surveillance activities
- Developing training plans for public health systems implementations.
- Developing alert systems to enhance monitoring and notifications on priority disease cases
- Review and testing of external software supplied to the Department
- Developed the GWER website and mobile app

IT Manager – Web Based Systems

ICT Department, Ghana Health Service

March 2014 – October 2018

Greater Accra - Ghana

- Developed web and mobile applications
- Developed web presence strategies to reduce outsourced vendor cost
- Trained health service staff on existing and emerging web based technologies.
- Managed the corporate website.
- Managed PaaS for the organization.