
ASARE KESSE

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I'm a certified digital communicator with experience making audio-visual documents and advertisements for Digital media. I am a committed team member who strives for excellence in everything I do.

CORE COMPETENCIES

- Social & Media Management
- Project Management
- Brand management
- Digital Media Manager
- Web development and CMS
- Graphic Design & Multimedia
- Search Engine Optimization
- Communication and Ethical skills (verbal, written, presentation and interpersonal)
- Database management & Data storage
- Flexibility and adaptability
- Leadership skills
- Willingness to improve skills
- Coach & Critical thinker
- Dedication to service excellence & Team player

EDUCATION

- **Master of Arts in Media Management** University of Media, Art & Communication **Anticipating (March)**
- **Bachelor's Degree in Communication Studies** Ghana Institute of Journalism Sept. 2016 — Aug. 2020

CERTIFICATES

- Project Management & Monitoring and Evaluation Institute for Digital Marketing & Communication Ghana
 - Consultancy, Procurement and Supply Chains Institute for Digital Marketing & Communication Ghana
September. 2024.
 - Digital Marketing and Advanced Communication Institute for Digital Marketing & Communication Ghana
March. 2023.
 - Corporate & Brand Communication Institute for Digital Marketing & Communication Ghana
March. 2023.
 - Intensive Digital Enterprise Management training IPMC College of Technology & Akpasa Media Network
February 2017
 - New Media Professional Certification Workshop Ghana Journalist Association (GJA-GIJ Chapter)
October 2016
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PROFESSIONAL EXPERIENCE

Digital Marketer – Terwan motors (www.terwanmotors.com)

Key Responsibilities

- Developed and manage an e-commerce website for the company.
- Developed a communication and digital marketing strategy and calendar for the business.
- Run a digital ad for Terwan Motors to boost online visibility and sales
- Manage and develop content including videos, infographics, basic designs and images for social media marketing.

Digital Media Consultant – Trans-Media Network – May 2025 – June 2025

Key Responsibilities

- Training staff of Glowa Ghana (www.glowaghana.org) on Non-Profit Digital Storytelling & Multimedia Production to boost their online presence and content for their various platforms.
- Set up Google Ad and Workspace for the organization as part of benefit from Google nonprofit grant.
- Trained staff on Monday.com for Project management tailored for Nonprofit Development.

Media Consultant - Institute for Digital Marketing and Communication Ghana · Sep 2024 - Oct 2024

Key Responsibilities

- A Media Facilitator to train 150 Ghana News Agency Journalists (www.gna.org.gh) on basic video editing and Photography to tell impactful stories on Health, Climate change, gender and MSME Promotion.
- Official Photographer & Videographer of the Post-COVID-19 Skills Development and Productivity Enhancement Project (PSDPEP) which seeks to equip Ghana News Agency journalists with skills to tell impactful stories on health, climate change, gender, and MSME promotion.

PR PRODUCTION SPECIALIST — THE TRUST HOSPITAL COMPANY LIMITED Contract October 2024 — June 2025

Key Responsibilities:

CONTENT CREATION:

- Develop, produce, and edit high-quality video content for promotional, informational, and internal communication purposes.
 - Capture and edit professional-grade photographs for use in press releases, social media, websites, and other marketing materials.
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- Design and produce multimedia content, including graphics, infographics, and animations, to support PR campaigns and initiatives.

PROJECT MANAGEMENT:

- Oversee the entire production process for PR-related projects, from concept development to final delivery, ensuring timelines and budgets are met.
- Collaborate with internal teams and external vendors to coordinate shoots, including location scouting, scheduling, and securing necessary permissions.

ONLINE PRODUCTION:

- Manage and optimize video and photo content for online platforms, ensuring compatibility and high performance across different devices and social media channels.
- Create and maintain an organized archive of multimedia content for easy retrieval and reuse.

PR SUPPORT:

- Assist in the planning and execution of press events, product launches, and other public relations activities by providing multimedia support.
- Collaborate with the PR team to develop creative concepts that align with the overall communication strategy.
- Support crisis communication efforts by rapidly producing and distributing content as needed.

QUALITY CONTROL:

- Ensure all produced content meets the organization's branding guidelines and maintains a high standard of quality.
- Continuously stay updated on the latest trends and technologies in video, photography, and multimedia production to ensure content is innovative and effective.

ANALYTICS AND REPORTING:

- Track and analyze the performance of multimedia content to assess its effectiveness and provide recommendations for improvement.
- Prepare reports on production activities and content performance for senior management.

Concept Achievements:

- Official Photographer for Trust Hospital Quarterly Newsletter (June 2024 – March 2025 – www.thetrusthospital.com/newsletters)
- Official Photographer for The Trust Hospital Yearly Calendar 2025

IT & SOCIAL MEDIA MANAGER — WOMEN OF DIGNITY ALLIANCE Contract Feb. 2024 — June 2024

WEBSITE DEVELOPMENT & UPDATE

- Be responsible for creating a user-friendly interface by maintaining, expanding, scaling, and keeping the organization's website (<http://www.wodaghana.com>) updated with pictures, videos and news from project activities and events.
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- Build, design, and share online newsletters with potential donors and partners.

GRAPHIC DESIGN

- Ensure final graphics such as logos, flyers, brochures, banners, annual reports, internal communication factsheet and layouts are visually appealing and communicate the brand and organization's character.

SOCIAL MEDIA MANAGEMENT

- Generate, edit, publish, share and analyze engaging organizational content (e.g. original text, photos, videos and news)
- Manage (update & monitor) the website, LinkedIn, Instagram, and Facebook pages to provide up-to-date information.

FUNDRAISING & MARKETING

- Make donations and fundraising online very easy and welcoming on the WODA website and all our social media platforms.

COMMUNICATION OFFICER — STREET CHILDREN EMPOWERMENT FOUNDATION

March. 2023 — Jan. 2024

WEBSITE DEVELOPMENT & UPDATE

- Be responsible for creating a user-friendly interface by maintaining, expanding, scaling, and keeping the organisation's website (<http://www.scef-international.org>) updated with pictures, videos and news from project activities and events.
- Design and share online newsletters with potential donors and partners.
- Responsible for sending bulk SMS and Email to subscribers, donors and partners as well as followers through the Newsletter plugin and MailChimp.

GRAPHIC DESIGN

- Ensure final graphics such as logos, flyers, [brochures](#), [banners](#), annual reports, internal communication factsheet and layouts are visually appealing and communicate the brand and organization's character.

SOCIAL MEDIA MANAGEMENT

- Generate, edit, publish, share and analyse engaging organisational content (e.g. original text, photos, videos and news)
- Manage (update & monitor) the website, YouTube, LinkedIn, Instagram and Facebook pages to provide- • up-to-date information.

MULTIMEDIA – PHOTO & VIDEO PRODUCTION

- Shoot and organized the organization's photographs and videos at any time and ensured their timely and adequate follow-up
 - Oversees video editing concept by scripting and editing videos with organisation brands using Adobe Suites (Premiere Pro, After Effect, Photoshop and Audition)
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FUNDRAISING & MARKETING

- Make donations and fundraising online very easy and welcoming on the SCEF website and all our social media platforms.

ACHIEVEMENTS:

- Won Microsoft and Google Non-profit grants for the organization.
- Build a Volunteer and beneficiaries database using Microsoft Dynamic 365 application (Non-profit and Volunteer management application)
- Shot and edited volunteer testimonials videos, and beneficiaries' fundraising content, and handled project (Global Water Dances) photos and video content.
- Develop brand guidelines for the organization.
- Developed a yearly Communication strategic plan for the SCEF 2023/2024-year calendar.
- Designed from scratch SCEF Website –<http://www.scef-international.org>

DIGITAL ARCHIVIST SPECIALIST — VANTAGE MEDICAL SOLUTION

Dec. 2020 — Dec. 2022

VODAFONE MEDICAL CALL CENTRE

- Responsible for shooting and editing videos and pictures for the Call Centre's Social Media Platforms including Facebook, Instagram, Website and YouTube.

HEAD OF MEDIA & PRODUCTION — FOUNDATION AND SUSTAINABILITY

Dec. 2020 — Dec. 2022

THE VODAFONE GHANA FOUNDATION

- Responsible for managing all media and communication feeds such as Videos and Pictures with text for the Foundation's Social Media Platforms including Facebook, Instagram, Website and YouTube.

VARIOUS PROJECTS:

- Vodafone Homecoming Project across the country
- Vodafone Birthday Stars initiative to celebrate Vodafone employees and celebrities
- Vodafone Healthfest for health-related projects
- Kindred Employee Volunteer project with Kindred TV
- Kindred Soiree and Vodafone Health line 255Live

SKILLS:

- Photography (**Official photographer for Vodafone & [GIZ Artisan app \(ProfArt\)](#) training in Tamale and Kumasi**)
 - Videography
 - Video and photo editing with Adobe Suite (Photoshop, Lightroom, After Effect)
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BUSINESS OUTLOOK

- ☐ Responsible for managing corporate Videos and Pictures as well as Social Media Platforms including Facebook, Instagram, Website and YouTube.
- ☐ Publish and manage online **Business Outlook** Newspaper content from the published Newspaper approved by the Editor
- ☐ Scheduling and running paid ads for advertisers with online packages as part of their advert slot
- ☐ Arrange appropriate Website ad slots available for purchase and fill in requests with Graphic designers on banner sizes for booked slot

CENTRE FOR DEMOCRATIC DEVELOPMENT GHANA ACADEMIC RESEARCH

MEDIA MONITORING OF INDECENT REMARKS FOR THE CENTER FOR DEMOCRATIC DEVELOPMENT (CDD GHANA) Jun. 2019 — Jul. 2020 - Remote

- ☐ Monitored, recorded and transcribed over 200 hours' worth of political campaign language to document indecent remarks made during Ghana's December 2020 General Elections by the assigned media house (De Beat Fm 95.5 Sefwi Asanwinso) in the Western-North Region of Ghana.
- ☐ Utilized quantitative and qualitative analyses to generate reports of the use of the indecent remarks made on the assigned media house.
- ☐ Report and send audio files to CDD Ghana to review and authenticate the report.

COMMUNICATION ASSISTANT

Sept. 2019 — March 2020

STREET CHILDREN EMPOWERMENT FOUNDATION

- ☐ Aided in writing fundraising appeals.
- ☐ Created and implemented marketing strategies and communication plans to help companies achieve their goals
- ☐ Utilized digital social media tools like Website, Facebook, Twitter, WhatsApp, Instagram and Bulk email to increase brand awareness.

ASSISTANT INFORMATION TECHNOLOGY (IT) TECHNICIAN — COMMUNICATION DEPARTMENT

Sept 2019

STREET CHILDREN EMPOWERMENT FOUNDATION

- ☐ Monitored the effective flow and consumption of internet and internet bundles throughout the department, and ensured that all internet faults were resolved promptly
 - ☐ Managed IT stock (laptops, mobile phones, MiFi devices) for the organisation
 - ☐ Repaired and updated staff PCs through Hardware and Software faults.
 - ☐ Updated continuously Companies software and Website (www.scef-international.org)
 - ☐ Created a department Handle document containing all linked Emails (Gmails and POP3), Social media pages and accounts, internet, Dropbox, website passwords
 - ☐ Trained students, volunteers and interns on basic computer and editing skills
 - ☐ Secured all staff PCs against IT security breach threats
 - ☐ Coordinated media production pieces including still picture-taking and documentaries for YouTube (SCEF TV)
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STREET CHILDREN EMPOWERMENT FOUNDATION

- Conducted various administrative tasks such as the management of phone lines, scheduling meetings for the CEO and other senior company leaders, responding to emails, composing and editing company memos and other documents for the international branches of SCEF
- Maintained the correct filing of government and administrative documents by instituting a new “first hands” system
- Managed SCEF Learning Hub as coordinator which includes **The Library (online library), Craft Lab, Playspace and Classroom.**

LANGUAGES

English
French - Online Lessons

REFEREES

Mary Adorkor Lawson
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