

Asare Kesse

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Sefwi Dwenase,
Western North Region

I'm a professional digital & media consultant 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

Professional Skills

Adobe Photoshop	
Microsoft Suite	
Adobe After Effect	
Adobe Premiere Pro	
Adobe Lightroom	
WordPress	
Meta Business	
Videography	

Personal Skills

Work In Teamwork	
Time Manager	
Leadership	
Integrity	
Communicate	

• Award & Events

Organizing Committee Head:
Western North Excellence Award

Organizer:
Communication Students Awards
Miss Western North

• EDUCATION

- Jan. 2025 — **Master of Arts in Media Management**
June. 2026 University of Media, Art & Communication (UniMAC)
- Sept. 2016 — **Bachelor's in Art in Communication Studies**
Aug. 2020 Ghana Institute of Journalism (GIJ)

• Consultancy Services

- Digital Marketing Consultant - Terwan Motors**
 - Developed and manage an e-commerce website for the company.
 - Developed a communication and digital marketing strategy
 - Run a digital ad for Terwan Motors to boost online visibility and develop content including videos, infographics, basic designs and images for social media marketing
- Digital Media Consultant - Trans-Media Network**
 - 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 (Grant)
 - Trained staff on Monday.com for Project management.
- Media Consultant – IDMC Ghana (PSDPEP)**
 - A Media Facilitator to train 150 Ghana News Agency Journalists (www.gna.org.gh) on basic video editing and Photography.
 - Official Photographer & Videographer of the Post-COVID-19 Skills Development and Productivity Enhancement Project (PSDPEP) to tell impactful stories on health, climate change, gender, and MSME promotion.

- **PROFESSIONAL CERTIFICATION:**

- **Project Management & Monitoring and Evaluation** - Institute for Digital Marketing & Communication Ghana
- **Consultancy, Procurement and Supply Chains** - Institute for Digital Marketing & Communication Ghana
- **Digital Marketing and Advanced Communication** - Institute for Digital Marketing & Communication Ghana
- **Corporate & Brand Communication** - Institute for Digital Marketing & Communication Ghana

- **PROFESSIONAL EXPERIENCE:**

ASSISTANT EXECUTIVE DIRECTOR – SELF RELIANCE EMPOWERMENT FOUNDATION

Contract (Remote): *November 2025 – Present (Promotion ongoing: Website Manager)*

Key Responsibilities:

- Develop and implement organizational strategies to achieve SREF’s mission and goals.
- Oversee financial management and support long-term financial sustainability.
- Build and maintain strong relationships with donors, sponsors, and partners.
- Support fundraising activities and donor stewardship to expand program impact.
- Recruit, train, supervise, and motivate staff and volunteers.
- Ensure compliance with legal, regulatory, and reporting obligations.
- Promote SREF’s mission, programs, and brand to the public and stakeholders.
- Collaborate with nonprofits, government agencies, and community institutions.
- Monitor and evaluate programs to ensure alignment with mission and measurable outcomes.
- Support the development of annual plans, budgets, and organizational reports.
- Assist the Executive Director in maintaining accountability, transparency, and operational excellence.

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.
- 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***

Key Responsibilities:

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.
- 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 factsheets 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

Full Time: *March. 2023 — Jan. 2024*

Key Responsibilities:

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 factsheets 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 organize the organization's photographs and videos at any time and ensure 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)

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 grant 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>

HEAD OF MEDIA & PRODUCTION — VODAFONE GHANA FOUNDATION /VANTAGE MEDICAL SOLUTION

Full Time: ***Dec. 2020 — Dec. 2022***

Key Responsibilities:

The Vodafone Ghana Foundation

- Responsible for managing all media and communication feeds such as Videos and Pictures with text for the Foundation's and its subsidiaries (Vantage Medical Solution – Vodafone 255 Call Centre) 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

MULTIMEDIA SPECIALIST — BUSINESS EDGE COMMUNICATION GROUP

Contract - Remote: *April. 2020 — Dec. 2020*

Key Responsibilities:

Business Outlook (www.businessoutlook.com)

- 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 slots.

- **NATIONAL SERVICE:**

STREET CHILDREN EMPOWERMENT FOUNDATION - *Aug. 2018 — March 2020*

Communication Assistant

Key Responsibilities:

- Created and implemented marketing strategies and communication plans to help companies achieve their goals
- Aided in writing fundraising appeals.
- 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

Key Responsibilities:

- 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 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, and website passwords
- Trained students, volunteers and interns on basic computer and editing skills.
- Coordinated media production pieces including still picture-taking and documentaries for YouTube (SCEF TV).

Executive Assistant/Learning Hub Coordinator

Key Responsibilities:

- 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, Play space and Classroom.

- **CENTRE FOR DEMOCRATIC DEVELOPMENT GHANA 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.

- **LANGUAGES**

English (Proficient)

Esahie (Native Language)

- **REFEREES**

Edward N. (Eddie) Nortey

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