

EDMUND NII ANKRAH MACKAY

Creative Communications & IT Specialist

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PROFESSIONAL PROFILE

A versatile marketing communications designer and IT professional from Ghana with expertise spanning graphic design, web design, UX design, video editing, social media management, and customer service. Educated at IPMC with additional Google UX certifications, bringing a well-rounded creative and technical skill set to every project.

SKILLS

Adobe Illustrator • Adobe Photoshop • WordPress • Digital Photography • UX Design • Wireframing • Prototyping • Video Editing • Social Media Management • IT Support • Customer Service • MS Office Suite • Communication • Leadership • Teamwork • Multitasking

CERTIFICATIONS

Foundations of User Experience (UX) Design — Google, via Coursera (2024)

Verified: Coursera certifies that Edmund Nii Ankrah Mackay successfully completed this course.

Build Wireframes and Low-Fidelity Prototypes — Google, via Coursera (2024)

Verified: Coursera certifies that Edmund Nii Ankrah Mackay successfully completed this course.

EMPLOYMENT HISTORY

IT Personnel / Social Media Manager / Graphic Designer / Video Editor / Customer Service Representative

January 2025 - Present

Raptors Freight & Packaging LLC — USA & Ghana

- Provide IT support and maintain digital systems to ensure smooth day-to-day business operations across USA and Ghana offices
- Manage and grow the company's social media presence, developing content strategies that drive engagement and brand awareness
- Design marketing and branding materials including graphics, promotional content, and packaging visuals
- Produce and edit video content for social media campaigns, product showcases, and internal communications
- Deliver high-quality customer service, handling client enquiries, resolving issues, and maintaining strong client relationships
- Collaborate across teams in a cross-border environment to align creative output with business objectives

Brunch Marketer

January 2020 - December 2021

IPMC Dansoman Brunch, Dansoman

- Managed and maintained relationships with clients, vendors, and stakeholders
- Analysed website and social media analytics to identify trends and improvement opportunities
- Collaborated with graphic designers, copywriters, and stakeholders to create effective ad campaigns

- Developed a targeted email campaign that drove a 60% increase in sales
- Negotiated and secured influencer and industry partnerships, increasing brand recognition
- Implemented a social media strategy that grew followers by 80%

Graphic & Web Designer

January 2021

Swift Global Logistics, Weija Gbawe

- Developed a clear, coherent brand identity and style guide for all graphics and website assets
- Conducted user research to inform mobile-friendly, user-centred design decisions
- Created infographics and engaging visuals to communicate shipping and tracking information
- Continuously tested and refined designs using analytics and user feedback

Social Media Manager

November 2021

Swift Global Logistics, Weija Gbawe

- Developed and executed a social media strategy prioritising platforms relevant to Ghanaian customers
- Produced visually compelling content and managed a consistent publishing calendar
- Engaged with followers and responded to enquiries, building community and customer loyalty
- Leveraged paid advertising and influencer marketing to expand brand reach
- Monitored engagement metrics and adapted strategy to drive continuous improvement

EDUCATION

Advanced Professional Diploma in Software Engineering

December 2016 - October 2018

IPMC, Dansoman

EXTRA-CURRICULAR ACTIVITIES

Graphic Designer

September 2022

Centre for Intellectual Excellence (Non-profit), Edmonton, Alberta

- Designed cohesive visual identities (colour palettes, typography, graphic style) for conferences
- Produced promotional materials — posters, banners, flyers, and social media graphics
- Created infographics to communicate event information clearly and accessibly
- Iterated on designs based on stakeholder feedback to maximise impact

INTERNSHIPS

Marketer

September 2019 - December 2020

IPMC, Dansoman

- Managed client, vendor, and stakeholder relationships
- Analysed website and social media analytics to identify growth opportunities
- Collaborated on ad campaigns with graphic designers and copywriters
- Secured influencer and industry partnerships to boost brand awareness

REFERENCES

Patrick Arthur — Centre for Intellectual Excellence

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Benjiaman Bennin — Swift Global Logistics

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