



EBENEZER KWAW

Digital Marketing Associate | SEO & Content Specialist | Growth-Focused Marketer|

 Location: Accra, Ghana

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 [LinkedIn](#) | [Portfolio](#) | [GitHub](#)

PROFESSIONAL SUMMARY

Creative and data-driven Digital Marketing Associate with hands-on experience executing multi-channel campaigns across social media, SEO, email marketing, and paid advertising. Proven ability to support campaign execution, manage content calendars, and track performance using tools like Google Analytics and Meta Ads Manager.

Experienced in creating engaging content, optimizing websites for search visibility, and analysing campaign data to improve performance. Adept at working in fast-paced environments, collaborating with cross-functional teams, and delivering measurable growth for brands.

CORE SKILLS

Digital Marketing Execution

- Social Media Management (Instagram, Facebook, LinkedIn, TikTok, X)
- Content Creation & Scheduling
- Campaign Execution (Organic & Paid)
- Community Management

Performance & Analytics

- Google Analytics
- Meta Ads Manager
- Campaign Performance Tracking

SEO & Content

- Keyword Research
- On-Page SEO
- Content Optimization
- Blog & Website Content

Tools

- Google Analytics, Google Search Console, Google Keyword Planner,
- Google Trends
- Majestic
- Moz
- WordPress (Rank Math SEO)
- Uber suggest, SEMrush
- Canva, Cap Cut
- Meta Insights
- Performance dashboards

Technical & Data

- HTML, CSS (Frontend Development)
- Python (Pandas, NumPy), SQL
- Streamlit, Fast API, Git & GitHub
- Data Analysis & Visualization

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing & Content Strategist (Remote)

Generation Ghana | January 2026 – Present

- Planning, launching, and managing Facebook and Instagram ad campaigns, currently driving increased website traffic and engagement for clients
 - Creating and scheduling engaging content across Instagram, LinkedIn, and Facebook to improve audience growth and brand visibility
 - Developing and executing Instagram growth strategies, increasing follower engagement and reach
 - Optimising SEO for small businesses, improving organic search rankings and boosting online visibility
 - Designing and running email marketing campaigns, improving open and conversion rates
 - Tracking and analysing campaign performance using Google Analytics and Meta Insights to guide marketing decisions
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Machine Learning Engineer (Intern)

Thrive Africa – Future of Work (Remote) | Sep 2025 – Dec 2025

- Supporting development of AI-powered customer support classification systems to improve workflow efficiency
 - Analyzing data and model performance to improve accuracy and decision-making
 - Collaborating with technical teams to deploy real-time solutions
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PUBLIC HEALTH EXPERIENCE

District Nutrition Officer / Public Health Officer

Ghana Health Service | 2021 – 2025

- Led implementation and monitoring of key health programs, including immunization and COVID-19 response
- Improved data reporting systems and program efficiency through SOP development
- Supported disease outbreak response strategies as part of emergency preparedness teams

District Representative & IPTp Program Coordinator

RootsLink Africa | 2023 – 2025

- Coordinated malaria intervention programs and community health campaigns
 - Developed M&E systems (Kobo Collect) for real-time data tracking
 - Produced reports used for policy planning and decision-making
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EDUCATION

BSc. Public Health (Community Nutrition)

University for Development Studies | Ghana | 2016

General Science | WASSCE

Huni-valley Senior High School | 2011

CERTIFICATIONS & TRAINING

- Generation Digital Marketing Program (Ongoing)
- Website Development (WordPress) & SEO – Thrive Africa (Dec 2025)
- Front-End Software Engineering – Thrive Africa (Dec 2025)
- Machine Learning & AI – Thrive Africa & Koforidua Technical University (2025)

- Data Science Certificate Thrive Africa & Koforidua Technical University (2025)
 - Cybersecurity Certificate – Thrive Africa & Koforidua Technical University (2025)
 - Project Management in Global Health – University of Washington | 2023
 - Monitoring & Evaluation in Global Health – University of Washington | 2023
 - Introduction & Intermediate to Python -Data Camp (2025)
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SOFTWARE & TOOLS

- Productivity & Project Management: Trello, Google Workspace (Docs, Sheets, Drive), Microsoft Office (Word, Excel, PowerPoint)
 - Communication & Collaboration: Slack, Zoom, Google Meet, Microsoft Teams
 - Email Management: Mailchimp, Gmail, Outlook
 - VOIP: Zoom Phone, Skype, WhatsApp Business
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PROJECTS / LEADERSHIP INITIATIVES

B2B Content Strategy & SEO Growth System – M-KOPA (Fintech Case Study)

[|M-KOPA|](#)

- Designed and executed a scalable SEO and content strategy to drive organic acquisition
 - Conducted competitor intelligence analysis, identifying high-value keyword gaps and ranking opportunities
 - Built a content flywheel system, transforming content into a scalable inbound engine
 - Targeted bottom-of-funnel, high-intent keywords to increase conversion-focused traffic
 - Led technical SEO optimization (site structure, metadata, internal linking, UX improvements)
 - Developed a 90-day execution roadmap, improving long-term organic growth potential
 - Positioned content to support full customer journey (awareness → conversion)
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SEO Optimization & WordPress Development – GH Wheels

[|GH Wheels|](#)

- Designed and developed a SEO-optimized WordPress website for a car rental business
 - Implemented technical SEO best practices, including HTTPS security and structured site architecture
 - Improved site crawlability and indexing through sitemap creation and robots.txt optimization
 - Configured Google Search Console integration, improving search visibility tracking
 - Increased site performance and speed using Page Speed Insights and Webpage Test
 - Optimized on-page elements (meta tags, headings, keyword structure) to enhance rankings
 - Built a search-friendly content structure to support organic traffic growth
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Customer Support Ticket Classification System (NLP Project)

[Customer-Ticket classifier](#)

- Developed a Transformer-based NLP model (Distil BERT) to automatically classify customer support tickets into relevant categories
 - Improved customer support efficiency by enabling faster ticket routing and response prioritization
 - Built and compared baseline models (TF-IDF + Logistic Regression) before optimizing performance through fine-tuning
 - Achieved improved model accuracy and F1-score through hyperparameter tuning and data preprocessing
 - Designed a real-time inference interface using Gradio, enabling interactive predictions
 - Integrated optional API deployment (Fast API/Flask) for scalability and system integration
 - Applied the solution to support automation of customer communication workflows
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REFERENCES

Available upon request