SARAH NKANSAH

Digital Marketing Consultant

Accra, Ghana | +233 544 111 246 | missnkansah6@gmail.com | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 2+ years of experience in SEO, social media, content strategy, and digital growth. Achieved first-page Google rankings for high-intent keywords and contributed to an 85% increase in online visibility and sales for Franko Trading Enterprise. Managed social media for WeMompreneurs, supporting a community of 6,233+ Instagram followers and over 3,000+ published posts. Skilled in data-driven campaign execution, SEO analytics, content creation, and website optimization, with a strong technical background in web development.

WORK EXPERIENCE

Digital Marketing Bootcamp Trainee
Generation Ghana, Remote | May 2026 – Present

- Completing an intensive digital marketing programme covering SEO, social media marketing, Google Ads, email marketing, content strategy, and graphic design.
- Developing hands-on proficiency with Google Ads, Meta Business Suite, Mailchimp, Canva, HubSpot, and analytics tools.
- Applying digital marketing strategies through practical projects, campaigns, and case studies focused on African consumer markets.
- Conducting SEO research, content planning, audience analysis, and campaign optimization to develop data-driven marketing solutions.

Social Media Manger- Wemomprenuers
https://www.instagram.com/we_mompreneurs/ | 2024 – Present | Remote

- Managed and developed the social media presence of a community brand with 6,233+ Instagram followers and 4,237+ published posts.

SKILLS

- **Search Engine Optimization (SEO)** - Keyword Research, On-Page & Technical SEO
- **Social Media Marketing & Advertising** -Content Planning, Community Management & Campaigns
- **Paid Advertising (PPC)** - Google Ads & Campaign Optimization
- **Content Marketing & Copywriting** - Content Strategy, Social Copy & Brand Messaging
- **Email Marketing & Automation** - Campaign Planning, Segmentation & Lead Nurturing
- **E-Commerce Marketing & Growth** - Product Promotion, Customer Acquisition & Conversion
- **Web Analytics & Reporting** - Google Analytics, Performance Tracking & Data Insights
- **Market & Competitor Analysis** - Audience Research, Market Insights & Competitive Analysis
- **Brand Development & Positioning** -Brand Strategy, Messaging & Digital Presence
- **Graphic Design** - Canva & Photopea

KEY ACCOMPLISHMENTS

- Achieved first-page Google rankings for high-intent keywords, contributing to an 85% increase in online visibility and sales at Franko Trading Enterprise.
- Managed social media for We Mompreneurs, supporting an Instagram community of 6,233+ followers and 3,000+ published posts.
- Developed and executed SEO, social media, content, and digital marketing strategies to

- Planned and coordinated consistent content across Instagram, supporting brand visibility, audience engagement, and community growth.
- Created and managed diverse social media content, including 4,000+ published posts, tailored to the interests and needs of women entrepreneurs and mothers.
- Monitored content performance, audience interactions, and emerging social media trends to refine content direction and improve audience relevance.
- Maintained consistent brand communication and digital presence while managing content planning, publishing, community interaction, and day-to-day social media activities.

strengthen brand visibility and audience engagement.

- Conducted SEO audits, keyword research, competitor analysis, and website optimization to identify opportunities for improved search visibility and conversions.
- Combined digital marketing and web development expertise to optimize websites for search performance, user experience, and conversion.

EDUCATION & CERTIFICATIONS

Digital Marketing Program
Generation Ghana (In Progress)

Foundations of User Experience Design
Coursera / Google

Google Ads
Coursera / Google

B-TECH Secretaryship and Management Studies

Accra Technical University, 2023 – 2025

Software Development Bootcamp
CodeTrain Africa , 2021-2022

HND Bilingual Secretaryship and Management Studies
Accra Technical University, 2019 – 2023

PROJECTS

Social Media Marketing Campaign Simulation
Client: Cell7-Health
Developed a data-driven social media marketing strategy across Facebook, Instagram, and LinkedIn, including a monthly content calendar and competitor research. Forecasted a 35% increase in engagement and 20% growth in audience reach through strategic content optimization.

REFERENCES

Available upon request in compliance with Data Protection Regulations.