

Alberta Cofie

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Summary

4+ years of expertise in digital data analytics in information technology, business development, and communications. Proven track record of effectively planning and executing projects in an evolving setting, with the added talent of achieving demanding deadlines.

Work History

Powersoft System

Operations Manager

Jan 2022 - Current

- Reduced issue resolution time by 45% with the implementation of a ticket tracking system and designed customised system to improve ticket monitoring.
- Streamlined the development process by introducing agile methods in the release deployment process.
- Managed a 4-man tech multipurpose team, training them on cloud solutions and assisting with individual selling efforts to drive revenue growth.

Head of B2B Sales & Marketing

Jun 2019 - Dec 2021

- Increased overall revenue by 32% by introducing comprehensive strategies to raise client engagement.
- Led sales and marketing teams to support business objectives by increasing client acquisition by 52%
- Planned marketing initiatives and leveraged referral networks to promote business development.

Digital Marketing Executive

Sept 2018 - May 2019

- Led the generation of prospective leads across sectors and access points which increased client engagement by 28%.
- Revamped the company website and all social media platforms (including social media content creation) and reported on analysis of website and social traffic which improved brand positioning
- Built, deployed and analyzed monthly marketing campaigns across social media which increased revenue by 38%.

Vodafone Ghana

Internal Communication & Engagement Analyst

Sept 2017 - Aug 2018

- Oversaw the implementation of business strategies by conveying necessary internal information using digital channels which boosted employee engagement by 80%.
- Facilitated the coordination across departments to ensure company goals and messages were aligned
- Scripted and directed monthly video updates featuring senior management to propagate goals

Education

BSc. Computer Science: Computer Science

2013 - 2017

University of Ghana - Legon

Volunteer Work

Jan 2017

Ghana Highway Authority Project: Designed security policies to serve as guidelines for using the Ghana Highway Authority Toll Management System.