STEPHEN KWASI ONUMAH

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Accra, Ghana

PROFESSIONAL SUMMARY

Creative and performance-driven Digital Marketer and Website Designer with over five years of experience delivering high-impact digital solutions. Skilled in executing multi-channel digital marketing campaigns, SEO/SEM, content strategy, and analytics-driven optimization. Proficient in WordPress, JavaScript, HTML, CSS, React and modern marketing tools including Google Analytics, Google Ads, Meta Business Suite, and SEO platforms. Experienced in collaborating with teams to translate brand strategies into actionable digital campaigns and optimizing online visibility through data-driven decisions.

CORE SKILLS

- **Web Development**: Extensive experience with WordPress, JavaScript, HTML, PHP, CSS, and the Elementor page builder.
- **Design and Branding:** Advanced skills in Figma, Adobe Photoshop, Illustrator, and Corel Draw for compelling graphic and logo design.
- **Digital Marketing and SEO**: Proficient in Google Analytics, Google Ads, and SEO strategies to drive online visibility.
- **Project Management:** Proven ability to lead projects, manage timelines, and communicate effectively with clients and team members.

PROFESSIONAL PROFILE

Website & Graphic Designer
QPA Virtual Assistants | July 2023 - June 2024
- Website Creation: Designed and developed interactive websites with a modern, user-friendly approach using HTML, CSS, JavaScript, and WordPress.
- Responsive Design: Created wireframes and mockups in Figma to deliver fully responsive websites optimized for mobile and desktop.
- Client Collaboration: Maintained regular communication with clients to ensure satisfaction, provided project updates, and integrated client feedback.
- User Experience Optimization: Performed testing and implemented improvements to enhance website usability and engagement.

Digital Marketer / Website Designer
Freelancer | October 2018 - Present

- Interactive Content Management: Enhanced the interactive elements of websites for immersive user experiences, including animated elements and responsive designs.
- Analytics and Optimization: Utilized Google Analytics to monitor traffic and conversions, implementing data-driven improvements.
- MERN Stack Development: Built and maintained full-stack applications using MongoDB, Express.js, React, and Node.js.
- Graphic Design: Produced visually appealing logos and graphics with Adobe Suite tools.
- Digital Marketing Strategy: Executed targeted campaigns using Google Ads and social media to boost brand awareness and generate leads.

EDUCATION AND CERTIFICATIONS

- **Software Engineering Certificate** – Codetrain Africa, 2023
- **Graphic Design Certificate** – Ghana Tech Lab, 2020
- **Digital Marketing Certificate** – Google Digital Skills for Africa, 2018
- **Fortinet NSE Network Security Expert Certification**, 2018
- **BSc. Laboratory Technology** – University of Cape Coast, 2017

NOTABLE PROJECTS

- **Ghana Post:** Created a user-friendly, responsive website with smooth navigation to enhance online service experiences. https://ghanapost.com.gh/
- **Cambridge Nursing Assistant Academy:** Developed a fully responsive educational website with a professional design and managed their social media platforms. https://cambridgegna.com/
- **Christel Owoo Portfolio:** Designed a professional, elegant portfolio website with a focus on user experience and branding as well as social media management. https://www.christelowoo.com/
- **Digital Law Village:** Developed a fully responsive educational website with a professional design and optimized user flow. https://digitallawvillage.com/
- **Little Heart Medical Clinic:** Built an accessible, family-friendly website with visuals tailored to a medical pediatric brand. https://littleheartsmedicalpractice.com/
- **Branding & Logo Design:** Delivered brand identity solutions including logos and marketing assets tailored to each client's identity.