

DIANA KOSHIE EVANS

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EDUCATION

Brunel University

MSc. Marketing

London, United Kingdom

September 2024

Ashesi University

BSc. Business Administration

Dean's list

Berekuso, Ghana

June 2021

2018/2019

Meta Social Media Marketing Professional Certificate

August 2022

Meta Certified Digital Marketing Associate

August 2022

PROFESSIONAL EXPERIENCE

YENDY SKIN

Social Media and Community Manager

LONDON, UK - REMOTE

February 2022 – September 2023

- Orchestrated a comprehensive social media strategy that enhanced communication with clients, resulting in 70% increase in engagement, customer satisfaction, and brand loyalty.
- Developed and executed highly successful user-generated content campaigns showcasing client creativity, while driving brand awareness by 25% and attracting new customers.
- Implemented effective marketing campaigns, resulting in a 12% increase in leads and sales for Yendy products.
- Managed the creation and distribution of engaging email newsletters, ensuring a 5% increase in effective communication with the company's client base.
- Authored compelling and informative blog posts, utilizing a strong brand voice to engage the target audience by 20%.

MY RUNWAY GROUP

Social and Community Engagement Co-Ordinator – Contract

LONDON, UK - REMOTE

August 2022 – February 2023

- Spearheaded a rebranding initiative for Black in Carnaby, encompassing the website, social media channels, and logo, which resulted in 30% increase in brand recognition and customer engagement.
- Managed and grew social media channels for My Runway Group (MRG) by 6%, fostered meaningful connections with vendors and customers, and expanding the brand's online presence by 10%.
- Provided creative direction for social media platforms and website, establishing consistent messaging and a captivating visual identity.

BUILD AF COMPANY LIMITED

Marketing Administrative Assistant

ACCRA, GHANA

July 2021 – July 2022

- Transformed company's social media marketing structure, driving 17% higher engagement and expanding company's online reach through user-generated content and strategic scheduling.
- Incorporated social media platforms to promote sale and rental of properties in different estate communities, resulting in 20% increased leads and 3% successful transactions.
- Collaborated with industry partners, such as printing and advertising companies, to generate innovative and relevant content that resonated with target audience, leading to 15% increase in brand visibility.

LEADERSHIP EXPERIENCE

ASHESI STARTUP LAUNCHPAD (ASL)

Events Team Lead

BEREKUSO, GHANA

Aug 2019 – May 2020

- Demonstrated exceptional leadership skills by planning and coordinating ASL events, attaining seamless execution and an outstanding experience for participants.
- Provided valuable support to students in obtaining visas for ASL forums abroad, showcasing strong organizational and problem-solving abilities.
- Developed comprehensive itineraries for students' travel, displaying meticulous attention to detail and facilitating a smooth and productive experience.

ADDITIONAL

LANGUAGES: English (native), French (proficient), Fante (fluent), Twi (fluent)

TECHNICAL SKILLS: MS Office, Canva, Final Cut

OTHER EDUCATION: Organizational Behavior, Marketing Communications, New Product Development, Service Marketing