ANI-JOHNSON FRANCIS K.
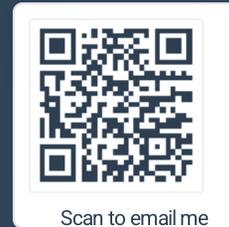
TECH & BUSINESS PROFESSIONAL | CODING | HR | MARKETING

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Scan to email me

Personal Statement

A **results-driven Tech & Business Professional** with a robust background in **coding, HR, and marketing**. Adept at bridging technical innovation with strategic business growth, I specialize in **developing scalable solutions, optimizing team performance, and driving customer engagement**. Passionate about leveraging **data analytics, automation, and digital marketing** to enhance operational efficiency and deliver measurable results. Committed to continuous learning and leadership in dynamic environments.

Career Objective

To secure a **leadership role** where I can apply my expertise in **coding, HR, and marketing** to drive innovation, foster team excellence, and achieve strategic business objectives. I aim to contribute to organizations that value **data-driven decision-making, agile methodologies, and customer-centric strategies**, while continuously expanding my skills in emerging technologies and business trends.

Education

MBA in Marketing

University of Ghana, Accra

2023 – 2025

Focus: Digital Marketing, Consumer Behavior, Brand Management, Data Analytics.

Thesis: **"The Impact of AI-Driven Personalization on Customer Retention in E-Commerce."**

BSc in Computer Science

KNUST, Kumasi

2018 – 2022

Focus: Software Development, Web Technologies, Database Management, and Algorithms.

Final Year Project: "**Design and Implementation of a Secure E-Voting System for Academic Institutions.**"

💼 Professional Experience

Marketing & Tech Lead

TechSolutions Ghana, Accra

2022 – Present

> *Leading cross-functional teams to **develop digital strategies, optimize customer engagement, and drive brand growth**. Responsible for **web development, HR initiatives, and data-driven marketing campaigns** that align with business goals.*

Key Responsibilities:

- Spearheaded **SEO/SEM campaigns**, increasing organic traffic by **40%** and reducing customer acquisition costs by **15%**.
- Designed and deployed **user-friendly websites and mobile applications**, improving user experience and reducing bounce rates by **25%**.
- Led **HR transformation initiatives**, including the adoption of **HR software**, which reduced administrative workload by **30%** and improved employee satisfaction scores by **20%**.
- Utilized **Google Analytics, CRM tools, and marketing automation platforms** to optimize campaigns and enhance customer segmentation.
- Collaborated with stakeholders to align **technology solutions with business objectives**, ensuring seamless integration of digital tools.

Achievements:

- Launched a **mobile app for customer loyalty**, increasing retention by **25%** and generating **$50K+ in additional revenue** within the first year.

- Implemented an **HR analytics dashboard**, providing real-time insights into employee performance and reducing turnover by **20%**.
- Automated **marketing workflows**, saving **120+ hours/year** in manual tasks and improving campaign response rates by **18%**.

🔧 Skills

Technical

- Full-Stack Web Development
- Python, SQL, JavaScript
- SEO/SEM & Google Analytics
- HR Software (BambooHR, Workday)
- Marketing Automation (HubSpot, Mailchimp)
- Data Visualization (Tableau, Power BI)
- Project Management (Agile, Scrum)

Soft Skills

- Strategic Leadership
- Stakeholder Communication
- Problem-Solving & Critical Thinking
- Team Collaboration & Mentoring
- Adaptability & Innovation

🔤 Languages

English: Fluent

Twi (Akan): Native

🏵 Certifications

- **Certified Digital Marketer** (Google)

- **Certified HR Professional** (SHRM)
- **Advanced Web Development** (Udemy)
- **Data Analytics Specialization** (Coursera)

🗄 Projects

E-Commerce Platform Development
TechSolutions Ghana

Led a team of **5 developers** to design and launch an **e-commerce platform**, integrating payment gateways, inventory management, and CRM tools.

Result: Increased sales by **35%** and expanded customer base by **20%** within six months.

Interests

Tech Innovation & AI   Mentoring Startups   Digital Marketing Trends   Community Development

Sustainable Business Practices

References

Available upon request.