**Williams Clinton APPOH**

C/O Teshie Apostolic SHS P.O. Box TS 143 Teshie Accra I +233208361932 I Cultureafrique2@gmail.Com

**Web Designer | Social Media & Digital Marketer | Business Coach | Sales & Marketing Executive | Assistant Head &Tutor-Economics & Social Studies, English Language**

*To be part of a team that gives me the opportunity to contribute to the growth of the organization and also gives me the challenging opportunity to learn.*

Skilled and experienced web designer, digital marketer and business coach. Exceptionally motivated and experienced middle level sales and marketing executive with proven history of sales growth and target achievements. Experience with both local and multinational companies. Proven strength in planning and designing sales routes; prospecting for new customers; establishing and maintaining high customer goodwill. Experience in leading teams and managing people to achieve set targets, cool under pressure, very good team player and ability to work independently.

|  |  |
| --- | --- |
| * Web Designing
* Digital & Social Media Marketing
* Business Coaching
* Sales & Marketing management
* Team leadership and motivations
 | * Sales route planning and designing
* Interpersonal and communication skills
* Budget management and cost control
* School Administration
* Teaching and Training
 |

**CAREER AND PROFESIONAL EXPERIENCE**

**StarGrow Technologies** 2015-Current

-Founder & Managing Partner

Managing the affairs of the company. Making decisions, recruiting staff and supervising the budgets of the business. Training newly employed staff, supervising the work of my staff and providing business and financial training for individuals and small businesses. Designing world-class websites, social and digital marketing.

**SPINTEX ACADEMY, Okpoi Gonno, Spintex Rd, Accra.** 2013-Current

-Assistant Head (Academic), Teacher, English Language

Reports to the Headmaster and the Proprietor. Responsible for monitoring and assigning academic duties to the teaching staff. Ensuring high academic standards and performance, particularly in the English language. Directly involve in recruiting and training of the teaching staff. Performs other administrative duties to ensure the smooth running of the school.

**TESHIE APOSTOLIC SENIOR HIGH SCHOOL, Teshie, Accra**. 2012-2016 -Tutor, Economics & Social Studies

In charge of training students in Economics and Social Studies. Maintaining discipline and inculcating social and moral attitudes among the students. Responsible for training students in some extra-curricular activities such as sports, debates, etc., and ensuring their participation in indoor and outdoor competitions. Preparing my students for the WASSCE examinations. Was part of WAEC’s invigilation team, and ensured successful conduct of the examination in my centre in 2013 and 2014.

All time best results:

* improved upon the WASSCE results from the previous best of D7 to current best of B2 (2013) and A1 (2014) in Economics
* improved upon Social Studies results from previous best of C5 to current best of A1 (2013 and 2014)

**SAVINO DEL BENE GH. LTD, Tema Harbour, Tema**. June-October 2011

- Sales And Marketing Executive

In charge of presenting the services of my company to prospective clients through telephone calls and face-to-face contacts. Recruiting and maintaining clients for the business. Managing enquiries from clients. Communicating with other offices worldwide to get current information for our clients. Preparing weekly reports and making recommendations to the Managing Director.  Growth: Grew the active client base above 85% - from 16 clients to about 38 in four months

**BRITISH AMERICAN TOBACCO ,GH/ WALLYCHUMS (Project Coupe), Tema-Volta, Tema** 2008-2010

- NQ HoReCa/Sales Executive

Responsible for BAT’s special project named NQ HoReCa (Normal Quality Hotels, Restaurants and Cafes) for the Tema-Volta branch in 2008 sales year. Established high customer relations and goodwill. Bringing back ‘rejected’ customers. In charge of ‘Volta North’ sales route for the 2010 sales year. Managed wholesalers and retailers to increase sales. Supervised and audited sales team in the Volta North territory.

* Sales growth: grew the targeted volume by about 26% - from average of 370 to 450milles in a year  Customer base growth: grew the customer base by covering ‘ignored’ sales territories

**WALLY CHUMS CO. LTD, Tema- Volta, Tema** 2005-2010

- Sales Rep/ Depot Clerk

In charge of the Hohoe sales office; managed the inventory of the depot and attending to customers. Prepared daily balances and weekly reports to the head office in Tema. Handled motor bike sales for the Tema route for three years.  Credit and customer management: Converted the customers in the Hohoe zone on credit bases to cash base without losing volumes/sales  Prevented loss: Retrieved an amount of GHc3000 out of GHc3700 declared bad debt prior to my arrival  Product launch and promotion: Was part of the team that successfully launched and promoted the re-introduction of Pall Mall (currently, one of the highest performing brands of British American Tobacco) in the Tema Volta zone

**EDUCATION**

CHICAGO INSTITUTE OF BUSINESS- Mini MBA, Middle Management, Chicago, USA (Distance), 2014-2015 SHAW ACADEMY- Diploma, MS Excel Web Design, Social Media Marketing, UK & USA, 2014-2015 UNIVERSITY OF GHANA -B.A. Economics and Sociology, Legon, 2008- in progress GIMPA -Microsoft Office Applications and Internet, Accra, 2006-2007 GSGL -Certificate in project management and proposal writing, Accra, 2006 HOHOE E.P. SSS- SSCE, Business (accounting option), Hohoe, 2001-2003

**OTHER TRAINING**

On the job training-Distributor Marketing Excellence Series (DMXS) British American Tobacco (sales and marketing techniques)2006, 2007, 2008 Ministry of Health and B.A.T. Defensive Riding- 2008 Driving License ‘A’

**PERSONAL PROFILE**

Date of birth: 15th May, 1983 Nationality: Ghanaian Sex: Male Languages spoken: English, Ewe, Akan Health: Very good

**REFERENCES**

|  |  |  |
| --- | --- | --- |
| Mr. Abraham MensahArea Manager (Southern Zone)British American Tobacco, Ghana +233249354209 | Mr. Sesi DzakpasuRLG- Ghana (Formerly of BAT)+223266000201 | Mrs. Hosanna AdomAdministratorTeshie Apostolic Senior High School+233242801995 |