

Perry I. Bawuah

P.O. Box AN 12214,

Accra- North

Tel: 0243224935

E-mail: perrybawuah@gmail.com

Profile/Objective

A member of the Professional Marketers' Association of Ghana with relevant experiences and knowledge in Business Development; Sales and Marketing; Business Management and excellent Customer Service delivery.

To be able to apply my education, skills and experiences in achieving organizational goals in an environment where there are opportunities for both career and personal development.

Personal Details

Date of Birth	20 th July 1984
Nationality	Ghanaian
Marital Status	Married
Languages Written	English and Ga
Languages Spoken	English, Twi, Ga and Fanti
Place of Residence	NIC- Ablekuma, Accra

Characteristics & Skills

Innovative, good listener and a proactive person.
Excellent verbal and written communication skills
Strong leadership and teamwork skills
Market research
Strong personality and good closing skills
Driving Skills (**with a valid license**)
Computer Literate

Work Experience

Marketing & Creative Officer CG Trendz (Fashion House)

(Jan 2021- Jan 2025)

1. New business development
2. Style creation for new clothing
3. Management of Clients
4. Product presentation
5. Business branding

Trade Developer Voltic Ghana Ltd

[April 2017 – 2020)

1. New business development
2. Market research
3. Account management
4. Business branding

Relationship Officer**Beige Capital**

[February 2016– March 2017]

1. New business development
2. Market research and analysis
3. Product presentation
4. Planning and managing marketing event
5. Periodic client visitation to enhance relationship
6. Account portfolio management
7. Monthly Training of field officers

Distributor Sales Supervisor**Unilever Ghana, Tema**

[July 2014 – June 2015]

1. New business development
2. Sales coordination
3. Business branding
4. Market research and analysis
5. Team management

Sales & Marketing Supervisor**Baron Water House (Baron Distilleries), Accra**

[July 2010 - April 2014]

1. New business development
2. Conducting market research
3. Client and Account management
4. Merchandising
5. Event organization
6. Team management

Sales & Promotions Assistant**Sab Miller Ghana (Accra Brewery), Accra**

[Nov. 2009 - May 2010]

1. New market/ business development
2. Event organization
3. Merchandising

Branch Supervisor / Marketing Executive (National Service)**Benco Hospitex Ghana Limited, Accra**

[Sept. 2008 – Aug. 2009]

1. New business development
2. Sales Evaluation
3. Branch auditing
4. Monthly report on assigned duties
5. Monthly stocktaking

Customer Service Representative
INSYSS (INNOVATIVE SYSTEMS) Ghana Limited, Accra

[Oct. 2007 – July 2008]

1. Call centre management
2. Supporting issues with expert knowledge
3. Information gathering and problem resolution
4. Management of customers/clients

Marketing Officer (Intern)

GIHOC Distilleries, Accra

[June – August 2007]

1. New business development
2. Sales coordination
3. Stocktaking of products
4. Periodic report on promotional activities
5. Organization of promotional events

Education

B.Sc. Marketing, KNUST (Institute of Distance Learning), Kumasi [May 2014]

Higher National Diploma –Marketing, Accra Polytechnic [Aug. 2008]

Senior Sec. School Certificate, Nkwatia Presbyterian SHS, Kwahu [Aug 2002]

Extracurricular Activities

Member, Professional Marketers Ass. of Ghana (PROMAGS) 2008 to date

Entertainment Prefect, Nkwatia Senior High School, Kwahu [2000/2002]

Training

One-month training on Customer Service.

(INSYSS GHANA LTD.)

1. Customer Services
2. Telephone Techniques

Hobbies

Fashion designing

Listening to music

Reference:

Mr. Cuzzy Nyarko
Operations Manager
CG Trendz Fashion House
0244678174

Mr. Marthin Ayamga
Client relationship lead
Sanlam Allianz
0245737654