

# Kemiah Boadu

Creative Strategist

## Profile

Creative Strategist with 2 years of experience in developing and implementing innovative marketing campaigns across various platforms. Adept at conducting market research, analyzing trends, and creating compelling content to enhance brand visibility and engagement. Strong collaborative skills with a track record of successfully working with cross-functional teams to achieve business objectives. Demonstrated ability to adapt to new technologies and drive results in fast-paced environments.

## Employment History

### Creative Strategist at GKV Communications, MD

Mar 2023 - Present

- Developed and executed a highly successful integrated marketing campaign for a major client, resulting in a 35% increase in brand awareness and driving a 20% boost in sales within six months.
- Spearheaded the creation of a viral social media strategy for a healthcare client that garnered over 2 million impressions and led to a 25% increase in website traffic within three months.
- Collaborated with cross-functional teams to revamp a stagnating product line for a retail client, resulting in a refreshed brand image, 15% growth in market share, and a 10% increase in overall revenue within one year.

### Associate Creative Strategist at Planit Agency, MD

Sep 2021 - Jan 2023

- Led the development of a successful marketing campaign for a major client, resulting in a 25% increase in sales and a 35% increase in brand awareness within six months.
- Managed a team of designers and copywriters to create a comprehensive rebranding strategy for a mid-sized business, ultimately leading to a 40% growth in customer engagement and a 20% increase in website traffic within three months.
- Collaborated with cross-functional teams to develop and execute an innovative social media strategy for a new product launch, achieving over 1 million impressions and 50,000 engagements within the first month.
- Successfully pitched and secured three new clients for Planit Agency, generating over \$500,000 in additional annual revenue and expanding the company's portfolio in key industries.

## Education

### Bachelor of Arts in Creative Strategy and Design at University of Maryland, College Park, MD

Aug 2017 - May 2021

Relevant Coursework: Graphic Design, Web Design, Typography, Digital Media, Photography, Videography, Branding, Creative Writing, Content

## Details

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## Links

[linkedin.com/in/kemiahboadu](https://www.linkedin.com/in/kemiahboadu)

## Skills

Storytelling

Ideation

Trendspotting

Data Analysis

Adobe Creative Suite

UX/UI Design

Market Research

## Languages

English

Mandarin

## Hobbies

Photography

Writing or blogging

Painting or sketching