

ISAAC OSEI BONSU

8 De La Pole Avenue, Hull, HU3 6QT

ikebonsu@outlook.com | 07919 654517

PROFESSIONAL PROFILE

Marketing Professional with over 5 years of experience delivering high-quality digital content, social media campaigns, and brand communications across B2C sectors. Strong background in WordPress website management, content creation and multi-channel campaign coordination. Proven ability to manage multiple projects simultaneously while maintaining brand consistency and attention to detail.

Confident communicator comfortable representing brands at client sites, industry events, and networking opportunities. Tech-curious professional eager to embrace AI tools and emerging digital marketing technologies. Committed to producing engaging, well-written content that strengthens brand reputation and drives customer engagement.

CORE SKILLS & EXPERTISE

• Content Creation (Blogs, Case Studies, News)	• Social Media Management (LinkedIn, Instagram, Facebook)
• WordPress Website Management & SEO	• Photography & Video Content Creation
• Email Marketing & Campaign Coordination	• Brand Consistency & Quality Control
• Campaign Performance Analysis & Reporting	• Marketing Materials Development (Brochures, PDFs)

PROFESSIONAL EXPERIENCE

Marketing Officer

Eurocycle Adventures | March 2024 – Februar 2026

- Create and schedule content across social media platforms (Facebook, Instagram), managing editorial calendars and maintaining consistent brand presence across digital channels
- Write high-quality content including blog posts, promotional copy, email campaigns, and website updates to support customer engagement and booking enquiries
- Manage and update company website using WordPress CMS, including content updates, landing page creation, and implementing SEO best practices to improve organic search visibility
- Create visual and video content using Canva and CapCut to support marketing campaigns, social media posts, and promotional materials
- Coordinate multi-channel marketing campaigns from concept through delivery, managing timelines, budgets, and cross-functional collaboration with external partners

- Track and analyse campaign performance using Google Analytics, preparing regular performance reports with insights and recommendations for optimization

Marketing Executive

Africa's Premium Concierge Services | October 2024 – March 2025

- Developed and executed integrated digital marketing campaigns across social media, website, and email channels for luxury B2C service brand
- Created platform-specific content strategies for TikTok, Instagram, and Facebook, producing engaging visual and written content tailored to target audiences
- Managed website content updates and optimized digital presence to improve brand visibility and customer engagement
- Analyzed campaign performance metrics and provided recommendations for improvement, demonstrating strong attention to detail and data-driven decision making

Marketing Officer

Noble Trust Herbal | October 2019 – August 2022

- Managed comprehensive digital marketing strategy for health and wellness e-commerce brand, including website content, blog creation, email campaigns, and social media management
- Wrote and published high-quality blog content, product descriptions, and case studies to support SEO strategy and drive organic traffic to website
- Created marketing materials including brochures, promotional PDFs, and email templates to support product launches and seasonal campaigns
- Coordinated photography and content creation for product launches, website updates, and social media campaigns
- Maintained brand consistency across all customer touchpoints through careful proofreading, quality control, and adherence to brand guidelines

Social Media Executive

ASN Financial Services | June 2016 – August 2018

- Supported digital marketing and communications activities in professional B2C environment, creating compliant content for social media and digital channels
- Developed strong written communication skills and attention to detail in brand-sensitive, regulated industry requiring accuracy and professionalism
- Contributed to campaign reporting and performance analysis, supporting senior team with marketing coordination and administrative tasks

EDUCATION & PROFESSIONAL DEVELOPMENT

MSc Marketing Management | University of Hull Business School | September 2022 – September 2023

Specialized modules: Digital Marketing Strategy, Content Marketing, Brand Management, Marketing Analytics

BSc Business Administration (Marketing Option) | Ghana Baptist University College | 2013 – 2017

Recent Professional Certifications:

- HubSpot Marketing Hub Software Certification (January 2026)
- Fundamentals of Marketing Analytics – Semrush Academy (January 2026)
- Social Media Marketing Certification – HubSpot Academy (August 2024)

TECHNICAL SKILLS & TOOLS

Website & CMS: WordPress (advanced content management, SEO optimization, page creation)

SEO & Analytics: SEMrush (keyword research, content optimization), Google Analytics, Google Search Console (basic knowledge)

Email Marketing: Mailchimp, HubSpot (campaign creation, segmentation, A/B testing)

Social Media: Meta Business Suite (Facebook, Instagram), LinkedIn, social media scheduling tools

Design & Content Creation: Canva (advanced graphic design), CapCut (video editing), Adobe Express (basic)

AI Tools: ChatGPT, Gemini (content ideation, research, optimization)

Microsoft Office: Excel, PowerPoint, Word (advanced proficiency)