Ani-Johnson Francis Kwaku

Chief Operating Officer | Head of Strategy | General Manager | Integrated Business Leadership

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Scan LinkedIn

English | Twi

Scan Portfolio

Creative Portfolio & Projects Archive

Full creative archive covering graphics design, strategy documents, presentations, certificates, awards, and completed client projects across marketing, digital transformation, and business development.

behance.net/adamantisstudios

Graphics Design | Strategy Documents | Presentations | Digital Campaigns | Video Production

Professional Profile

Dynamic and results-driven senior business executive with over a decade of proven success in orchestrating holistic business growth across marketing, retail, technology, and media industries. Currently Lead Marketing Consultant and Strategic Advisor at Adamantis Studios, directing board-level marketing strategy, omni-channel campaigns, and business development for retail, FMCG, and technology clients. Previously held full P&L responsibility as Branch Manager and Head of Operations at Globaltek Limited, where profitability was achieved within 8 months against a 12-month target, and led HR digital transformation as Senior HR Associate at Fast-Hired and Travels. Combines strategic leadership, integrated marketing, digital transformation, and operational discipline with a background in graphic design, video production, and web development. Holds a BSc in Administration from the University of Professional Studies, Accra. Seeking Chief Operating Officer, Head of Strategy, or General Manager roles where integrated business leadership, digital ecosystems, and cross-departmental execution can accelerate revenue growth and market dominance.

Strategic Leadership & P&L Management: Held full P&L responsibility for a new retail branch at Globaltek Limited, from launch planning through to profitability within 8 months against a 12-month target. Drove 67 percent year-on-year sales growth and captured an estimated 15 percent market share in local electronics retail. At Adamantis Studios, grew consultancy revenue by 45 percent with major retainer contracts, including one valued at over GHC 500,000. Experienced in annual business planning, budgeting, financial forecasting, and board-level strategic advisory.

Integrated Marketing, Digital Transformation & Creative Execution: Increased brand sentiment scores by 40 percent for key clients within 8 months at Adamantis Studios, and grew social media following by 400 percent at Tecpaf Limited from 1,200 to over 6,000 engaged followers. Increased website organic traffic by 150 percent at ADS TV through SEO strategy, and negotiated a flagship 12-month exclusive advertising partnership worth GHC 85,000. Combines professional graphic design, videography, photography, copywriting, and WordPress development with data-driven marketing execution.

Operations, HR Strategy & Team Leadership: Recruited, trained, and led a team of 12 staff across all departments at Globaltek Limited, establishing complete branch operations from scratch. As Senior HR Associate at Fast-

> Hired and Travels, reduced cost-per-hire by 22 percent through digital optimisation, achieved a 92 percent placement rate, and developed a custom digital HR portal for applicant tracking. Reduces customer complaints by 60 percent at Tecpaf Limited through comprehensive product knowledge training. Manages nationwide teams of content creators at ADS TV with editorial and SEO standards oversight.

Core Competencies

Strategic & Managerial Leadership

Holistic business strategy, P&L management, operational leadership, business development, financial strategy and analysis, cross-functional team leadership, HR strategy and talent management.

Marketing & Digital Transformation

Integrated marketing strategy, digital transformation, social media strategy and management, SEO and SEM, content marketing, digital campaign management, brand management, marketing analytics.

Creative & Technical Production

Professional graphic design, videography and editing, photography, motion graphics, copywriting, website development and management on WordPress, front-end web design.

Business Operations & Execution

Project execution, process optimisation, team recruitment and training, inventory control, financial operations management, performance analysis, systems implementation.

Professional Experience

Lead Marketing Consultant & Strategic Advisor

November 2023 – Present

Adamantis Studios, Accra

> Executive-level marketing consultancy for retail, FMCG, and technology clients, designing and implementing holistic marketing strategies, omni-channel campaigns, and strategic advisory engagements.

- **Conduct** market and competitor analysis to identify strategic opportunities for clients across multiple industries.
- **Develop** board-level marketing masterplans with KPIs and 12 to 18-month roadmaps.
- **Architect and oversee** execution of omni-channel marketing campaigns across digital and traditional channels.
- **Manage** cross-functional project teams of analysts, creatives, and media buyers.
- **Serve** as primary strategic contact for key client accounts, conducting quarterly performance reviews.
- **Identify** new business development opportunities to expand the client portfolio.

> Increased brand sentiment scores by 40 percent for key clients within 8 months.

> Grew consultancy revenue by 45 percent with major retainer contracts, including one valued at over GHC 500,000.

Senior HR Associate & Talent Strategy Partner

March 2022 – October 2023

Fast-Hired and Travels, Accra

> HR strategist and talent solutions partner transforming recruitment into strategic talent acquisition, with a focus on executive placements, digital HR transformation, and business development.

- **Led** strategic workforce planning sessions with client leadership teams.
- **Designed** end-to-end recruitment processes with competency-based assessments.
- **Structured and negotiated** complex executive compensation packages.
- **Developed and implemented** a custom digital HR portal for applicant tracking.
- **Sourced** new business clients through HR consultancy pitches and industry engagement.
- **Mediated** employee relations issues and designed performance improvement plans.

- **Built and maintained** a curated pipeline of pre-vetted professionals.

> Reduced cost-per-hire by 22 percent through digital optimisation of the recruitment process.

> Achieved a 92 percent placement rate with a pipeline of over 150 qualified professionals.

Branch Manager & Head of Operations

June 2020 – February 2022

Globaltek Limited, Accra

Held full P&L responsibility to establish, launch, and profitably manage a new branch for electronics retail and water distribution, directing all strategic, operational, financial, and commercial functions from startup to successful operation.

- **Developed and executed** a comprehensive launch plan including market analysis, site selection, and operational setup.
- **Formulated** annual business plans, sales targets, budgets, and financial forecasts.
- **Recruited, trained, and managed** a team of 12 staff across all branch departments.
- **Designed and produced** all marketing collateral including digital assets and product videos.
- **Oversaw** all sales activities from lead generation through to after-sales service.
- **Managed** daily financial operations including cash flow and inventory control.
- **Directed** digital marketing strategy including SEO, social media, and local advertising.
- **Streamed** live content on TikTok and social media to attract new clients and build local brand awareness.

> Achieved profitability within 8 months, exceeding the 12-month target.

> Drove a 67 percent increase in year-on-year sales.

> Captured an estimated 15 percent market share in local electronics retail.

> Launched and established complete branch operations from scratch, including staff, systems, and supplier relationships.

Graphics Communications Executive & Multi-Departmental Lead

September 2018 – May 2020

Tecpaf Limited, Accra

Elevated brand communications with expanded responsibilities in social media strategy, sales enablement, and HR support, bridging creative marketing with commercial objectives across multiple departments.

- **Directed** the company's visual identity, ensuring brand consistency across all materials.
- **Conceived, scripted, filmed, and edited** high-quality video content for marketing use.
- **Developed and managed** content strategy across all social media channels.
- **Created** sales enablement tools including tailored client presentations.
- **Supported** HR functions with job descriptions and candidate screening.
- **Developed and facilitated** product knowledge training programmes.
- **Provided** technical support and managed the company WordPress website.
- **Streamed** live content on TikTok and social media to attract new clients and increase brand reach.

> Grew social media following by 400 percent, from 1,200 to over 6,000 engaged followers.

> Reduced customer complaints by 60 percent through comprehensive training programmes.

Lead Content Curator & Digital Operations Manager

March 2019 – Present

ADS TV, Accra (Concurrent Role)

Strategic leadership for digital content and operations at a major media production firm, managing a nationwide team of content creators and overseeing digital properties and social media channels.

- **Lead, mentor, and manage** a nationwide team of bloggers and content creators.

- **Establish and enforce** rigorous editorial and SEO standards across all content.
- **Develop and oversee** execution of long-term online and offline marketing strategies.
- **Manage** the sales team and secure advertising contracts and sponsorship deals.
- **Oversee** content strategy across all major social media platforms.
- **Monitor and analyse** website traffic and user behaviour metrics.
- **Drive** continuous SEO optimisation to improve organic search rankings.

> Increased website organic traffic by 150 percent through effective SEO strategy.

> Negotiated and secured a flagship 12-month exclusive advertising partnership worth GHC 85,000.

Earlier Career

Digital Marketing Officer – SBP Solutions Limited (now SBP Africa), April 2018 – February 2019

Improved website dwell time by 1.5 minutes and managed PPC campaigns with 20 percent lower cost-per-acquisition than previous benchmarks.

Sales Consultant – Moneyshop Limited, 2014 – 2015

Produced over 15 promotional videos and converted 30 percent of prospects into booked appointments through targeted sales engagement.

Public Relations Officer – Dreamlight Ghana Limited, 2011 – 2014

Mobilised over GHC 300,000 in investments and managed a client database of over 3,000 records with full integrity.

Key Projects

Complete Branch Launch & Setup – Globaltek Limited

Led the end-to-end establishment of a new retail branch from initial planning to full operation, covering site selection, staff recruitment and training, supplier negotiations, inventory setup, marketing strategy, systems implementation, and profitability within 8 months against a 12-month target.

Digital HR Portal Development – Fast-Hired and Travels

Spearheaded in-house design and development of a custom web-based platform to automate and centralise recruitment, applicant tracking, and client reporting processes.

Digital Transformation Projects – Multiple Companies

Successfully executed comprehensive digital transformations including website development from scratch, social media strategy implementation, digital marketing stack establishment, and live streaming content creation across multiple organisations.

Education

BSc in Administration
University of Professional Studies, Accra (UPSA) (2008 – 2012)
Focus: Strategic Management, Marketing, HR Management, Financial Administration.

Skills & Systems

- Business Strategy & P&L Management
- Integrated Marketing Strategy

Ghana Business Certificate Examination (GBCE) – Business Administration Option
Ada Technical School (2004 – 2007)

Languages

English – Fluent (Writing, Reading, Speaking)

Twi – Fluent (Speaking, Reading)

References

References: Available upon request.

Digital Transformation

Social Media Strategy

SEO & SEM

Content Marketing

Digital Campaign Management

Brand Management

Marketing Analytics

HR Strategy & Talent Management

Team Recruitment & Training

Graphic Design

Videography & Editing

Photography

Motion Graphics

Copywriting

WordPress Development

Front-End Web Design

Project Execution

Process Optimisation

Inventory Control

Financial Operations

Performance Analysis

Systems Implementation