

# Ani-Johnson Francis Kwaku

Top Business Executive | Strategy, Marketing & Operations Leader



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## Creative Portfolio



### Portfolio & Projects – Behance

**Complete creative archive:** Graphics design, documents, presentations, certificates, awards, and all projects available on Behance.

[behance.net/adamantisstudios](https://behance.net/adamantisstudios)

Graphics Design

Documents

Presentations

Awards

## Professional Profile

A dynamic **Top Business Executive** with over a decade of success orchestrating holistic business growth. Expert in blending **strategic marketing, digital transformation, HR strategy, and full-scale operational/P&L management**. Proven capacity for turning complex challenges into actionable strategies, leading diverse teams, and delivering measurable financial gains.

### Strategic Leadership:

Holistic strategy, P&L management, cross-functional leadership, business development.

### Marketing & Digital:

Integrated strategy, digital ecosystems, social media, data-driven campaigns.

### Operations & HR:

Full-scale ops management, talent acquisition, HR digital transformation.

### Creative & Technical:

Graphic design,

videography, content creation, web development.

## Career Objective

To secure a senior leadership role (**COO, Head of Strategy, or GM**). Leverage expertise in integrated business management and digital ecosystems to architect high-impact strategies that optimize performance, accelerate revenue, and solidify market dominance.

## Core Competencies

### Strategic & Managerial

Holistic Business Strategy, P&L Management, Operational Leadership, Business Development, Financial Analysis, Cross-Functional Leadership, HR Strategy.

### Marketing & Digital

Integrated Marketing, Digital Transformation, Social Media Strategy, SEO/SEM, Content Marketing, Campaign Management, Brand Management, Analytics.

### Creative & Technical

Graphic Design, Videography & Editing, Photography, Motion Graphics, Copywriting, WordPress Development, Front-End Design.

### Business Operations

Project Execution, Process Optimization, Recruitment & Training, Inventory Control, Financial Ops, Performance Analysis, Systems Implementation.

## Professional Experience

Lead Marketing Consultant & Strategic Advisor **Adamantis Studios**

Nov 2023 – Present

**Overview:** Executive-level consultancy for retail/FMCG/tech clients. Design holistic marketing strategies and omni-channel campaigns.

- Conduct market/competitor analysis to identify strategic opportunities.
- Develop board-level marketing masterplans with KPIs and 12-18 month roadmaps.
- Architect and oversee execution of omni-channel marketing campaigns.
- Manage cross-functional teams of analysts, creatives, and media buyers.
- Serve as primary strategic contact for key client accounts.

### Quantifiable Achievements:

- Increased brand sentiment scores by **40%** for key clients within 8 months.
- Grew consultancy revenue by **45%** with major retainer contracts (one valued at GHC 500k+).

## Senior HR Associate & Talent Strategy Partner **Fast-Hired and Travels**

HR & Recruitment Solutions, Accra, Ghana

Mar 2022 – Oct 2023

**Overview:** HR strategist transforming recruitment into strategic talent acquisition. Managed talent lifecycle and HR digital transformation.

- Lead strategic workforce planning sessions with client leadership.
- Design end-to-end recruitment process with competency-based assessments.
- Structure and negotiate complex executive compensation packages.
- Develop and implement custom digital HR portal for applicant tracking.
- Proactively source new business clients through HR consultancy pitches.

### Quantifiable Achievements:

- Reduced cost-per-hire by **22%** through digital optimization.
- Achieved **92% placement rate** with pipeline of 150+ qualified professionals.

## Branch Manager & Head of Operations **Globaltek Limited**

*General Electronics Retail & Distribution, Accra, Ghana*

Jun 2020 – Feb 2022

**Overview:** Full P&L responsibility to establish, launch, and profitably manage a new branch. Directed all strategic, operational, and commercial functions.

- Developed and executed comprehensive launch plan including market analysis.
- Formulated annual business plans, sales targets, budgets, and financial forecasts.
- Recruited, trained, and managed a team of 12 staff across all departments.
- Designed and produced all marketing collateral including digital assets.
- Oversaw all sales activities from lead generation to after-sales service.
- Managed daily financial operations including cash flow and inventory control.

### Quantifiable Achievements:

- Achieved profitability within **8 months** (exceeding 12-month target).
- Drove **67% increase in year-on-year sales**.
- Captured an estimated **15% market share** in local electronics retail.

## Graphics Communications Exec & Multi-Dept Lead **Tecpaf Limited**

*(No location provided)*

Sep 2018 – May 2020

**Overview:** Elevated brand communications with expanded responsibilities in social media, sales enablement, and HR support.

- Directed company's visual identity ensuring brand consistency.
- Conceived, scripted, filmed, and edited high-quality video content.
- Developed and managed content strategy for all social media channels.
- Created sales enablement tools including tailored presentations.
- Supported HR functions with job descriptions and candidate screening.
- Provided technical support and managed company WordPress website.

### Quantifiable Achievements:

- Grew social media following by **400%** (1,200 to 6,000+ engaged followers).
- Reduced customer complaints by **60%** through comprehensive training programs.

## Lead Content Curator & Digital Ops Manager **ADS TV**

*Media Production Firm, Accra, Ghana (Concurrent)*

Mar 2019 – Present

**Overview:** Strategic leadership for digital content and operations. Manage nationwide team of content creators and oversee digital property.

- Lead, mentor, and manage nationwide team of bloggers and content creators.
- Establish and enforce rigorous editorial and SEO standards.
- Develop and oversee execution of long-term online/offline marketing strategies.
- Manage sales team and secure advertising contracts and sponsorship deals.
- Monitor and analyze website traffic and user behavior metrics.

### Quantifiable Achievements:

- Increased website organic traffic by **150%** through effective SEO strategy.
- Negotiated and secured flagship 12-month exclusive advertising partnership worth **GHC 85,000**.

### Earlier Career Development (Summary):

#### Digital Marketing Officer

– SBP Solutions (Apr 2018 – Feb 2019)

- Improved website dwell time by 1.5 mins
- Managed PPC campaigns with 20% lower CPA

#### Sales Consultant –

Moneyshop Ltd (2014 – 2015)

- Produced 15+ promotional videos
- Converted 30% of prospects into appointments

#### Public Relations Officer –

Dreamlight Ghana (2011 – 2014)

- Mobilized GHC 300,000+ investments
- Managed 3,000+ client database system



## Education

PERIOD	INSTITUTION	QUALIFICATION
2008 – 2012	<b>University of Professional Studies, Accra (UPSA)</b>	BSc. in Administration Strategic Mgmt, Marketing, HR, Financial Admin
2004 – 2007	<b>Ada Technical School</b>	Ghana Business Certificate (GBCE) Business Administration Option



## Key Projects

### **Complete Branch Launch – Globaltek**

Led end-to-end establishment of new retail branch. Achieved profitability within 8 months (vs. 12-month target).

### **Digital HR Portal – Fast-Hired**

Spearheaded development of custom web-based platform to automate recruitment, tracking, and reporting.

### **Digital Transformation – Multiple Clients**

Executed comprehensive transformations including web dev, social strategy, and live streaming content.



## Language Proficiency

**English:** Fluent (Professional proficiency)

**Twi:** Fluent (Professional proficiency)

## Interests

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Meditation

Hiking

Business Research

Photography

Documentaries

Tech Trends

Digital Innovation

Leadership

## References

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Available upon request.