

Christopher Awuku

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Education

Academic City University, Accra, Ghana

B.B.A. Marketing | GPA: 3.4/4.0 | Expected Graduation: 2027

Relevant Coursework: Marketing Research, Consumer Behaviour, Marketing Analytics, Financial Accounting, Business Communication, Project Management, Business Statistics.

Awards & Accolades

- Global Business Excellence Award (Dec 2024)
- Best Product Presentation Award (Dec 2024)

Professional Experience

Macy's Inc. – Retail Sales Associate (Seasonal) (Oct 2022–Jan 2023, Maryland, USA)

- Generated 8 loyalty enrollments.
- Applied consultative selling, cross-selling and upselling.
- Collaborated to achieve sales goals.
- Supported sales and fulfillment operations.

Macy's Inc. – Retail Sales Associate (Rehired) (Sep 2023–Dec 2024, Maryland, USA)

- Generated 12 loyalty enrollments through consultative selling.
- Recommended complementary products.
- Processed over \$15,000 in weekly POS transactions accurately.
- Collaborated to meet sales objectives.

Internship Experience

United Bank for Africa – Corporate Banking Intern (May 2026–Jul 2026, Accra, Ghana)

- Coordinated onboarding of 4 corporate clients and supported 2 more with cross-functional teams.
- Developed an executive business brief on Ghana's financial landscape for the Energy Sector Desk.
- Processed CAM turnovers, risk ratings, and address verifications.
- Participated in executive meetings and client engagements.
- Supported Brand Marketing & Corporate Communications with World Environment Day and Father's Day campaigns.
- Collaborated across Corporate Banking, Marketing, Operations, Risk, and Compliance.

Project Experience

Marketing Team Lead – Acity Delivery Service

- Conducted Qualtrics market research for feasibility study.
- Analyzed customer feedback for strategic recommendations.
- Designed the project logo, contributing to the Best Product Presentation Award.

Leadership & Community Involvement

Support Pal (Peer Mentor), Academic City University (2024–Present)

- Mentored first-year students, guided them on academics and campus life.
- Fostered an inclusive environment and connected students with resources.
- Strengthened leadership and communication through peer mentorship.

DJ, Acity Productions (2024–Present)

- Curated programming to increase campus radio engagement.

Community Service

- Charity Concert Volunteer – Dzowulu Special Needs School (2021)
- Fundraising Volunteer – SOTA Final Year Project (2022)

Technical Skills

Microsoft Excel, Word, PowerPoint, Outlook; ChatGPT; Microsoft Copilot (if applicable); Market Research; Customer Relationship Management; Corporate Client Onboarding; Financial Research; Data Analysis; Presentation Development; Business Communication; Cross-Functional Collaboration; Problem Solving; Attention to Detail.

Other Interests

Product Marketing, Corporate Banking, Financial Markets, Consumer Insights, Business Strategy, Sports & Fitness.