

WINFRED BAA

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SUMMARY

Strategic digital marketing and commercialization professional with 12+ years of international experience building and growing brands, driving customer acquisition, and executing multi-channel digital strategies. Proven ability to quickly assess opportunities develop impactful data-driven strategies, and deliver results through test-and-learn, customer-focused marketing, and cross-functional leadership. I bring a hands-on, results-oriented approach and a track record of creating immediate impact in dynamic organizations.

WORK EXPERIENCE

The Silver Network (Founder)

Aug. 2014 – Present

- **Current:** I build strategic partnerships and engaging digital communities that drive customer acquisition, strengthen brand visibility, and generate revenue.
- **Completed:** I helped my team increase our annual revenue by 50% and secured strategic sponsorships with MTN and Coca-Cola through targeted positioning.
- I led digital marketing initiatives that transformed our organization's flagship event into a nationally recognized platform.
- I supported the development of integrated campaigns that increased our audience growth, engagement, and brand awareness.
- I used internally generated customer and market insights to optimize campaigns, improve reach, and drive growth.

CERTIFICATIONS & SKILLS

- **Certification:** American Marketing Association (Member), Charlotte Chapter – I contribute to professional marketing engagement initiatives, industry collaboration, and strategic networking within the Charlotte marketing community.
- **Skills:** Digital Marketing Strategy, Campaign Management, Customer Acquisition, Growth & Retention, Performance Analytics, Campaign Optimization, Social Media & Influencer Marketing, Content & Creative Development, Go-to-Market Strategy, Market & Customer Insights, Cross-Functional Collaboration.

EDUCATION

Master of Arts - Public Relations

Ghana Institute of Journalism, Accra-Ghana

Bachelor of Arts - Public Relations

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