

CURRICULUM VITAE OF

PETER ASANTE ADDO

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[Profile \(https://portfolio.pasadtech.com\)](https://portfolio.pasadtech.com)

I am a hardworking and ambitious young man with a lot of aspirations, very initiative and I instil confidence in others and approach new challenges with an open mind. I appreciate the significance of being interactive and enjoy communication with others for the advantage of any association I find myself in. I am self-disciplined and I am committed to learning new things to help me consistently achieve better results.

Skills & Expertise

- Leadership
- Event Facilitations and Training
- Administration & Management
- Digital Marketing and Communications
- Branding and Campaigns
- An Advanced user of Microsoft Excel, Word and Power Point.
- An advanced user of Wordpress
- An Intermediate user of Adobe Photoshop
- A basic user in Adobe Premiere Pro
- An advanced user of Wondershare Filmora
- A basic user of Audacity

Education

- | | |
|---|-------------|
| 1. Bachelor of Science, Animal Production and Health
University of Energy and Natural Resources, Sunyani | 2018 - 2022 |
| 2. West African Senior Secondary Certificate Examination
Accra Academy | 2014 - 2017 |
| 3. Basic Education Certificate Examination
Gbawe Cluster of Schools | 2002 - 2014 |

Professional Development Certification

1. **Digital Marketing and Sales Management** **May 2024**
Institute for Digital Marketing and Communications (IDMC), Ghana
2. **Project and Innovation Management** **April 2024**
Institute for Digital Marketing and Communications (IDMC), Ghana

Language Proficiency

Mother tongue(s) Krobo, Akan

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken creativity	
English Language	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user
French	Basic user	Proficient user	Basic user	Basic user	Basic user

Volunteer Experience

1. **MEDIA HEAD & WEBSITE TECHNICIAN** **SEPT 2019 - SEPT 2023**
Ghana Girl Guides Association
 - I create graphical contents for the association in terms of photography, videography (video documentaries, videos for social media pages) and graphic design.
 - I created and manage the association's membership database system.
 - I developed a membership website for registration and dues payment.

Key Achievements

- I encouraged online registration and transactions which generated a relatively higher income at the end of the first year of which the website was introduced.
- I developed a database system through the website which accumulate detailed information of over 100,000,000 girls and young women of the association including registered institutions.
- The introduction of the website and online systems created more job opportunities for girls in the association in terms of managing and updating databases
- I organized training programs for girls in the field of digital marketing.

2. DEPUTY CHIEF OF MEDIA

SEPT 2018 - PRESENT

Sustainable Initiatives for Africa

- I worked on graphical contents in terms of photography, videography for the organization.
- I also served as a liaison between SIA-Africa and other potential organizations in terms of partnerships and initiatives.

Key Achievements

- With thorough research, I created a video documentary for the famous US-based Ghanaian personality Bishop Adonten Boateng (PhD) on his achievements in the USA as Personality of the Month (POM) for SIA-Africa.

3. SOCIAL MEDIA EXECUTIVE

SEPT 2016 - 2018

Accra Academy

- I provided photography and videography coverage on annual events such as homecoming, speech and prize giving day.
- I updated all the institution's social media platforms with current trends about the school
- I served as a customer service personnel on the social media platforms and assisted parents and newly admitted students as well as past students with the necessary information and guidance.

Work Experience

1. Communications and Website Manager

AUG. 2023 - FEB. 2024

[Ghana Girl Guides Association](#)

- I take videos and photographs of events for the association.
- I design graphical contents for events and social media posts.
- I script and produce contents for video documentaries.
- I manage the association's website and social media pages.

2. NATIONAL SERVICE

SEPT. 2022 - SEPT. 2023

University of Energy and Natural Resources, Sunyani

I served as an administrative assistant at the University's Guidance and Counselling Center.

3. FOUNDING DIRECTOR

MARCH 2020 - PRESENT

[Pasad Tech Consult](#)

- I trade in technological gadgets on commercial basis
- I develop websites for firms, institutions and other organizations

Key Achievements

- I have trained students to acquire same skills for their daily activities
- I have employed students who earn from this to cater to their basic school needs.

Websites Developed

- <https://classifyghana.com/>
- <https://ghanagirlguides.org/>
- <https://sabs-sawyerconsult.com/>
- <https://nurturedhopefoundation.org/>

4. FOUNDING DIRECTOR

FEB. 2020 - PRESENT

[Classify Ghana](#)

- I developed an online platform for students at the tertiary level to acquire digital skills and also to be able to select private tutors for courses they find challenging in their academic journey.
- I provide the platform the necessary technical assistance such as updates and upgrades to be able to function properly.

Key Achievements

- This platform serves as a source of job opportunity as students who teach on this platform get paid monthly.
- The platform serves as an avenue for students to acquire more skills.
- The platform also serves as an avenue for students to improve upon their academic performances.
- I trained students workers on how to operate on an e-learning platform

5. PERSONAL ASSISTANT

JAN. 2020 - FEB. 2024

Prince Kwame Affum, (GPC, GPA, GNACC)

- I assisted with seminar organization and strategic planning.
- I managed all social media platforms handed to me.
- I researched and prepared power points for seminars and other events.

6. FOUNDING DIRECTOR AND CEO

AUG. 2018 - PRESENT

[Silicon Class Studios](#)

- I shoot commercial photographs and video films of events.
- I design graphical contents on commercial basis.
- I script and produce contents for video documentaries, music videos and other motion graphics.

Key Achievements

- I have employed people, basically students who earn termly salaries to cater to their basic needs in school.
- I have trained people including students who have been able to start their own businesses in this regard.

7. CO-FOUNDER

JUN. 2018 - NOV. 2023

[The African Feed](#)

- I create African video contents in the field of health, culture and other African related stories for video documentaries.

- I produce graphical contents in terms of graphic design, video coverage and photography for international markets
- A part of this organization serves as a tour agent that helps other people to explore Africa, specifically, Ghana.
- I write blogs on African stories and activities undertaken by the organization.

Key Achievements

- In 2020, I was given the opportunity to publicize the entire events of the “Kwafie” festival in Dormaa Ahenkro, Bono Region on the organizations website as a means to create awareness about the importance of the festival.

Project and Committee Experience

1. SIA-Africa

SEPT 2022 - SEPT 2023

Tanzania Investment Tour

I served as a media lead for this project under The Chairman’s Special Projects and Strategic Investments for Africa.

2. Welfare Committee Head

SEPT 2021 - SEPT 2022

I served as the welfare committee head for the Students Chaplaincy Council - University of Energy and Natural Resources, Dormaa Campus for the 2021/2022 academic year.

Key Achievements

- I generated over GHC5000.00 in addition to foodstuffs from sponsorships to support very needy students who were part of the Students Chaplaincy but couldn’t fend for themselves.
- As part of my initiative, we also donated some of the items to a children’s home in the community.

3. MEDIA AND PUBLICITY COMMITTEE

SEPT 2020 - SEPT 2022

Student’s Representative Council (SRC), Dormaa Campus

- I produced graphical contents for the student populace in terms of photography, video coverage and graphic design.

Leadership Experience

1. PRESIDENT

OCT 2022 - OCT 2023

National Service Scheme, UENR-Dormaa Campus Chapter

- I coordinated affairs between National Service Personnel of UENR Dormaa campus and the Sunyani West District.

2. PRESIDENT

SEPT 2022 - SEPT 2023

UENR Peer Counsellors, Dormaa Campus

- I served as a student peer counsellor lead who ensured sound emotional and psychological wellbeing of students on campus.
- I provided basic assistance to students who needed psychological support and referred them to the school's counsellor where necessary.

Key Achievements

- I initiated an annual digital training skill program called [SC DIGITRAIN](#) to equip students with digital skills and also serve as a job opportunity for needy students.
- Through periodic academic seminars and close monitoring on weaker peers, I improved the academic performances of student peers on campus.

3. HEAD OF MEDIA AND PUBLICITY

SEPT 2021 - SEPT 2022

UENR Peer Counsellors, UENR Dormaa Campus

- I produced graphical contents for the association in terms of photography, graphic design and videography.
- I managed the social media pages of the council by regularly updating it with contents and activities undertaken by the association.

4. PUBLIC RELATIONS OFFICER

SEPT 2020 - SEPT 2021

International Association of Students in Agriculture and Related Sciences, (IAAS-UENR)

- I relayed information from departmental heads and association presidents to members of the association where necessary and on time.
- I produced graphical contents for the association in terms of photography, graphic design and videography.
- I managed the social media pages of the council by regularly updating it with contents and activities undertaken by the association.

Key Achievements

- I created professional social media pages for the association

5. HEAD OF MEDIA AND PUBLICITY

SEPT 2020 - SEPT 2022

Students Chaplaincy Council (SCC), Dormaa Campus

- I produced graphical contents for the council in terms of photography, graphic design and videography.
- I managed the social media pages of the council by regularly updating it with contents and activities undertaken by the council.

Key Achievements

- I formed a media team within the council who undertook basic media works
- I was able to train students in photography, videography and graphic design who took over the team when I handed over.
- My leadership brought about unity among members of the media team and other members of the council.

Workshops/Seminars/Short Courses Participated or Facilitated

Videography Training for Members of Ghana Girl Guides Association (Facilitator)	Organized by Ghana Girl Guides Association on 4 th June, 2023 for girls and young women in Ghana and worldwide.
Photography and Web Design Training for YESS Participants to Ghana (Facilitator)	Organized by the Ghana Girl Guides Association and Youth Exchange South to South (Ghana) on 5 th to 15 th April, 2023.
Workshop on Counselling Older Adults (Assistant)	5th October, 2022 via Zoom Organized by: TUCCE Institute of Counselling and Technology.
Webinar: Suicide Prevention (Participant)	Ghana Psychological Association (GPA) 9th September 2022 via zoom.
Seminar: Effective Studies and Examination Anxiety (Assistant)	Organized by St. Louis College of Education on 31 st July, 2022.
Workshop on Effective Communication (Assiatant)	Organized by African Sisters Education Collaborative (ASEC Ghana) on 25 th - 26 th May, 2022 at Catholic University College - Ghana, Fiapre, Sunyani.
Seminar: Introducing Classify Learning Platform to student stake holders of UENR, Dormaa Campus (Facilitator)	Organized by Classify Ghana on 18 th May, 2022 at the university's conference room, UENR, Dormaa Ahenkro.
Launch of SC DIGITRAIN (Facilitator)	Organized by UENR Peer Counsellors, Dormaa Campus on 18 th March, 2022 at the university auditorium to launch a digital skills training program for students in the university.
Seminar: Study Skills Clinic (Assistant)	Organized by Sacred Heart Senior High School on 18 th February, 2022
Seminar: Effective Study Skills (Assistant)	Organized by St. Ambrose College of Education, Wamfie on 10 th February, 2022
Seminar: Photography Training for Girls on MHM Project (Facilitator)	Organized by Ghana Girl Guides Association on 8 th January, 2022 at the National Training Center, Achimota
Seminar: Effective Study Skills (Assistant)	Organized by Dormaa Senior High School on 19 th November, 2021

Career Planning (Assistant)	Organized by The Church of Pentecost, Dormaa Ahenkro English Assembly on 12 th November, 2021.
Workshop on Stress and Workplace Incivility (Assistant)	Organized by Yaa Asantewaa Girls Senior High School on 21 st September, 2021
Workshop on Time management and Effective Study Skills (Assistant)	Organized by African Sisters Education Collaborative (ASEC Ghana) on 15 th October, 2021 at Catholic University College - Ghana, Fiapre, Sunyani.
Workshop on Training Employees on how to use the Classify Learning Platform (Facilitator)	Organized by Classify Ghana on 3 rd to 5 th May, 2021 at the university's auditorium.
Seminar on Digital Skills Training (Facilitator)	Organized by Ghana Girl Guides Association on 14 th November, 2020 at the National Training Center, Achimota.

Referees

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