



Bradley Barley

Ghanaian, 29 years old

13751 Harvest Glen Way , Germantown, United States, MD 20874

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bradleybarleynow@gmail.com

Skills

Marketing

Experienced

Digital Marketing

Experienced

Content Creation

Skillful

Insurance Sales

Beginner

Branding

Experienced

Business Development

Experienced

Chinese

Skillful

Writing Skills

Expert

Email Marketing

Experienced

Business Management

Experienced

Market Research

Experienced

I'm an energetic graduate who specializes in boosting brands, organizing campaigns, and managing events for diverse companies. My strong background in these areas allows me to cater to the unique needs of each organization.

I'm a proactive individual who always strives for positive outcomes and loves to bring fresh, innovative ideas to the table. Currently, I'm on the lookout for an opportunity with a forward-thinking company that shares my belief in the power of boundless imagination.

In addition to being a great team player, I have excellent leadership skills that inspire and motivate others to go above and beyond. I'm fluent in English and also have a decent command of Mandarin (Chinese).

Looking forward to connecting with the right company and making a positive impact together!

Employment history

Oct 2022 - Present

Insurance Broker and Consulting

Hollard Insurance at Accra

- Develop and maintain relationships with insurance carriers to stay abreast of new products, services, and industry trends, ensuring that our clients have access to the most comprehensive coverage options available.
- Develop and maintain relationships with clients to understand their insurance needs and provide appropriate solutions
- Identify potential clients and develop strategies to attract and retain them

Sep 2021 - Aug 2023

Administrator

DEETEC SURVEYORS AND ENGINEERS at USA

- Assist in the development and implementation of new administrative processes and procedures to improve efficiency and effectiveness.
- Coordinate with field crews to ensure accurate and timely completion of surveying projects
- Manage and update employee records, including attendance, leave, and performance evaluations, to ensure accurate and up-to-date information.
- Manage the company's database, ensuring accurate and up-to-date records of all clients and projects

Skills

Search Engine Optimization (SEO)

Skillful

Graphic Design

Expert

Public Relations

Expert

AutoCAD

Skillful

Social Media Management

Expert

Guest Relations

Experienced

Presentation Skills

Experienced

Merchandising

Experienced

Languages

English

Native

Mandarin

Proficient

Links

[Portfolio](#)

[Instagram](#)

[LinkedIn](#)

[Mind-blowing moments as Bradley Barley 'meets' Beyoncé at FedEx Field](#)

[Bradley Barley urges Millennials to watch Barbie Movie](#)

[Bradley Barley Takes Shopping To Another Level](#)

[Bradley shares his lyrical process and inspiration for debut album \(Exclusive\)](#)

Employment history

Feb 2021 - Sep 2021

General Manager

LUXE LOUNGE/CLUB at Accra

- Developing and implementing strategies to attract and retain a diverse customer base, including targeting specific demographics and marketing campaigns.
- Develop and implement innovative marketing strategies to attract new customers and increase revenue
- Designing innovative and immersive experiences to enhance customer engagement and increase repeat visits.
- Create and maintain positive relationships with key stakeholders, including local businesses, event organizers, and influencers, to enhance brand visibility and attract new customers.
- Managing and optimizing the inventory system to ensure efficient stock management and minimize waste or loss.

Oct 2020 - Sep 2021

Marketing Manager / Manager

YAMUSAH GROUP/ZARA GROUP at Accra

- Develop and implement marketing strategies and plans to increase customer acquisition and retention for Zara Restaurant & Zara Coffee Shop.
- Develop and implement market research strategies to identify customer needs and preferences
- Analyze market trends and competitor activities to identify opportunities for growth and development
- Hire and train a team of marketing professionals to execute marketing strategies and campaigns for Zara Restaurant & Zara Coffee Shop.
- Identify potential partnerships and collaborations with other local businesses or organizations to expand brand reach and increase customer base

Links

[Many Times Bradley Barley Has Called Family On His Music](#)

Hobbies

- Drawing
- Singing
- Dancing
- Styling
- Organizing events
- Creating content

Employment history

Oct 2019 - Aug 2020

Events Marketing Assistant

THE COCA-COLA BOTTLING COMPANY OF GHANA at Accra

- Coordinated logistics and managed inventory for promotional events and campaigns
Develop and maintain relationships with key stakeholders such as distributors, retailers, and trade partners to ensure effective promotion and distribution of Coca-Cola products.
- Provided regular reports and analysis on the effectiveness of marketing campaigns and promotions, identifying areas for improvement and making recommendations for future strategies.
- Assisted in the development and implementation of promotional strategies to increase brand awareness and customer engagement.
- Assisted in the development and execution of innovative marketing strategies to promote the Coca-Cola brand and increase sales.
Coordinated with event organizers to ensure proper branding of event venues and merchandise placement
- Trained and supervised a team of interns in executing marketing campaigns and promotions
- Assist in the coordination of social media campaigns to enhance brand visibility and engage with target audiences.
- Collaborate with the sales team to identify opportunities for cross-promotion and joint marketing initiatives

Feb 2017 - Feb 2017

Intern

PUMA GHANA (ACCRA MALL) at Accra

- Assisting with inventory management and ensuring accurate stock levels at all times
- Assisting with visual merchandising to create an attractive and engaging store environment
- Assist in coordinating and organizing events and promotional activities to create brand awareness and drive customer engagement.
- Assist in creating and maintaining a positive and welcoming atmosphere for customers in the store

Education

Jul 2023 - Present

Certificate in Hospitality and Tourism Industry Essentials

NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality at New York, NY

Jul 2016 - Jul 2019

Bachelor's degree in Business Management, Chinese Language

LIAONING SHIHUA UNIVERSITY at Fushun

References

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Hollard Insurance

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MR FRANK DEEGBE

DEETEC SURVEYORS AND ENGINEERS

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Mr Volcan

LUXE LOUNGE/CLUB

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Mrs Sheila Yamusah

YAMUSAH GROUP/ZARA GROUP

☎ +233 54 012 7253

Mr. Elijah Nartey

THE COCA-COLA BOTTLING COMPANY OF GHANA

☎ 0243263673

Mrs. Cindy Eghan

PUMA GHANA (ACCRA MALL)

☎ 0264366205

Internships

Feb 2017 - Feb 2017

Customer Support and Merchandising

Puma at Accra

- Conducting customer satisfaction surveys to gather feedback and improve customer support services
- Collaborate with the marketing team to develop and execute merchandising strategies that align with the company's brand image and target market.
- Assist in the development and implementation of visual merchandising strategies to enhance overall store aesthetics and maximize sales potential
- Identify key performance indicators (KPIs) for customer support and merchandising activities and develop metrics to track and measure the success of these initiatives.