

## Erica Boaduwa Antwi

Adress: 25th Street University Avenue  
7080 Pyla, Cyprus

E-Mail: ericaantwi66@gmail.com

Telephone: +357 97766537

Date Of Birth: 21.03.1996

Place Of Birth: Kumasi, Ghana



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## Experiences

03/21 – Present  
Online

### Eri's Kreations **Fashion Design**

- Creating and establishing a fashion business
- Designing and manufacturing of handmade outfits
- Managing of orders, inventories and shipping
- Building an online presence to promote the brand and products
- Conducting market research and analyzing consumer trends
- Setting up marketing campaigns and creating content
- Promote costumer engagement and handling of complaints

09/20 – 02/23  
Larnaca, Cyprus

### Adlex Afromart **Shop Manager**

- Managing shop operation
- Accounting
- Supervising and motivating Staff to maximize the performance
- Customer service
- Creating advertisement and content on Social Media

11/06 – 08/19  
Kumasi, Ghana

### ANAVERICA Ventures **Assistant Shop Manager**

- Assisting in managing shop operations
- Assisting in the recruiting process
- Supervising and motivating staff to maximize the performance.
- Customer service
- Advertising the shop

## Education

09/19 – 05/23  
Larnaca, Cyprus

Bachelor of Arts  
**University of Central Lancashire (UK/CY)**

- Course of Study: Advertising and Marketing Communications
- Relevant courses: Digital Marketing  
Social Media Marketing  
Campaign Planning and Strategy  
Media Planning and Buying
- Honours Degree: Second Class Upper (2,1)

09/13 – 05/17  
Kumasi, Ghana

Bachelor of Science  
**Kwame Nkruma University Science and Technology**

- Course of Study: Banking and Finance Business Administration
- Relevant Courses: Banking Operation  
Financial Accounting  
Financial Marketing
- Honours Degree: Second Class Upper (B)

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## References

Alice Kuma Asantewaa  
CEO of Adlex Afromart  
+357 99963702

Oliver Chamchoum  
CEO of Pick and Click  
+357 96409464

## Software

Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint

## Internship

**Pick and Click Rentals**  
Social Media Marketing (02/23-04/23)

Determine suitable platforms.  
Identify the target audience.  
Ensure gaining more attention.  
Promote the right content.  
Customer engagement and attending to complaints.  
Tracking the results of campaigns

