

MICHAEL GHANSAH

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PROFESSIONAL EXPERIENCE

Founder & Digital Media Strategist

Nov 2018 – Jan 2023

SidelineAccess — New York, NY

- Built and scaled a sports-focused digital media brand to 25,000+ followers and 5M+ annual impressions through audience growth strategy and consistent, trend-driven content.
- Owned brand voice and the content calendar across TikTok, Instagram, and X, planning campaigns end-to-end from concept through execution across paid and organic.
- Concepted, shot, and edited short-form video using Adobe Creative Suite and CapCut, designing branded graphics and creative that strengthened identity and retention.
- Led a team of writers and creators, coordinating publishing workflows, content quality, and brand partnership campaigns aligned to audience insights.
- Tracked engagement, reach, and growth metrics, translating performance data into optimizations that improved content effectiveness over time.

Social & Digital Communications Manager

Aug 2022 – Aug 2024

Church of Pentecost USA Inc.

- Managed social media strategy across channels, creating targeted campaigns and content that increased engagement and strengthened community outreach.
- Designed promotional graphics and branded assets supporting organization-wide initiatives, live events, and audience-facing campaigns.
- Tracked analytics and performance trends to refine messaging strategy and improve campaign effectiveness across channels.

Operations Team Lead

Jun 2022 – Aug 2024

Walmart

- Led daily operations for high-volume online fulfillment, managing team productivity, execution timelines, and service standards in a fast-paced environment.
- Tracked performance metrics and trained team members on procedures, identifying improvements that increased accuracy and efficiency during peak periods.

Marketing Ambassador

Jun 2019 – Oct 2019

Icer Brands — New York, NY

- Recruited by the largest distributor of licensed NBA apparel to develop social content and targeted campaigns, leveraging analytics to refine strategy and grow brand engagement.
- Conducted market research to identify high-performing audience segments and inform campaign messaging.

EDUCATION

Bachelor of Science in Marketing, Minor in Business Administration

Expected Aug 2026

Penn State University

SKILLS

Marketing & Strategy: Social Media Strategy · Content Strategy · Audience Growth · Campaign Planning & Execution · Brand Voice · Community Building · Paid & Organic Social · Brand Partnerships

Platforms & Analytics: TikTok · Instagram · YouTube · X · Meta Business Manager · Google Analytics · TikTok for Business · SEO · Performance Reporting · Tableau

Content & Design: Short-Form Video Production · Adobe Creative Suite · CapCut · Canva · Graphic Design · Video Editing · Copywriting · Trend-Spotting

Professional: Team Leadership · Cross-Functional Collaboration · Project & Workflow Management · Market Research · Microsoft Office 365 · Google Workspace