Ohemaa Peprah-Asante

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SUMMARY OF QUALIFICATIONS

Analytically driven professional combining expertise in research, data analysis, and marketing to craft impactful strategies. Skilled in leveraging analytical and marketing tools to forecast trends, optimize campaigns, and deliver data-driven insights. Passionate about blending creativity and analytics to connect brands with audiences, foster engagement, and drive measurable growth.

EXPERIENCE

Marketing and Analytics Manager | The How Bazar — February 2024-Present

- Spearheaded data-driven campaigns, increasing event attendance by 25% for the "BIG" music festival.
- Optimized ad spending by 20% using market research and Google Analytics to refine targeting.
- Collaborated with local artists and vendors to enhance brand visibility and community engagement.

Accounts Receivable Analyst | NCCER — August 2022-Present

- Created and maintained comprehensive financial reports using Excel and SQL, including EOM summaries and specialized tracking reports for leadership and board meetings.
- Monitored $1–2M in monthly collections and $2–3M in aging receivables, reducing outstanding balances by 25–50% through data-driven optimizations.
- Streamlined EOM reconciliation processes by performing bi-weekly check runs and validating ACH payments, cutting reconciliation time by 50% and enhancing accuracy.
- Generated 4–5 A/R tracking sheets monthly and created specialized reports for collection projects, improving insights into payment behaviors and driving a 30% increase in on-time payments.
- Proactively identified and resolved customer trends, preventing account holds and driving a 20% reduction in over-90-day balances through targeted interventions.

Lead Quantitative Researcher | SMART LAB @ USF — August 2021-September 2022

- Led a statewide analysis of 79,960 justice-involved adolescents, identifying a 27–41% increase in opioid misuse odds due to trauma, with Black and Latinx youth facing the highest disparities.
- Presented research findings at the 2022 CPDD Annual Meeting to 1,200+ experts, contributing to actionable strategies for addressing systemic disparities in substance misuse.
- Authored 2 research posters and created 15+ data visualizations for peer-reviewed publications and conferences.

EDUCATION

B.A. in *Psychology;* University of South Florida — 2018 - 2022

- Minors in *Anthropology* and *Forensic Behavioral Health*

M.A. in *Digital Marketing and Data Analytics*; University of Florida — 2024 - Present

SOCIAL MEDIA AND PROJECTS

Social Media Manager/Creative Director | African Students' Association @ USF — August 2021-May 2022

- Led an 18-member board to host 30+ events, increasing attendance by 67%, selling out Africa Night (200 attendees), and achieving 300+ new members.
- Boosted Instagram engagement by 30%, growing followers by 500+ and driving participation in polls, comments, and RSVPs through targeted email campaigns.
- Raised $1,300+ at Date Auction and collaborated with Black organizations, earning ASA recognition as Student Organization of the Year.

Independent Social Media Management Projects — 2013-2017

- Grew social media accounts to a combined 30k+ followers, boosting engagement by 30% through trending hashtags, engaging content created with Photoshop and After Effects, and consistent post scheduling to drive brand growth.

CERTIFICATIONS

Google: UX Design Professional Certificate, Digital Marketing & E-commerce Professional Certificate, Google Analytics (Basic and Advanced) | Meta Certified Marketing Science Professional Credential | CITI Certification: Human Research - Social / Behavioral Investigators and Key Personnel

SKILLS AND INTERESTS

SKILLS: Data Analysis (Python, SQL, Tableau, STATA), Marketing Tools (Google Analytics, Google Ads, Facebook Ads, SEO), Design & Reporting (Figma, Photoshop, Illustrator, After Effects, Data Visualization, Excel, Statistical Analysis), Trend Forecasting, Market Research

INTERESTS: Fashion and Trend Forecasting, Digital Marketing, Data Analytics, Market Research, Campaign Optimization