

YEBOAH ACQUAH

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PROFESSIONAL PROFILE

Communications, marketing, and research professional turning complex business and social issues into clear stories, campaigns, and decision-ready materials. Experience spans corporate communications, African technology journalism, newsletters, digital content, business research, and freelance marketing strategy. Produced 1,100+ articles and 200+ corporate communication materials, supported media outreach generating 15 placements, and developed research-led content through founder and executive interviews. Combines an MA in Collective Intelligence with hands-on experience in data storytelling, stakeholder coordination, and AI-assisted digital tools.

CORE EXPERTISE

Communications: Corporate and brand communications; media relations; executive materials; editing.

Marketing: Content strategy; social media; newsletters; SEO; event promotion; conversion measurement.

Research: Company and market research; interviews; data visualisation; case studies; evidence synthesis.

RELEVANT EXPERIENCE

Independent Freelance Work

Present

Marketing Consultant — Various Brands

Remote

- Support brands with market research, SEO, social-media management, content creation, and email marketing, aligning content with audience needs and marketing objectives.
- Plan content calendars, write and edit brand content, and coordinate publishing across digital channels to maintain consistent messaging.

Africa Business School, UM6P

Mar 2026 – Sep 2026

Research & Case Development Intern / Product Manager

Rabat, Morocco

- Contributed to 10 African company teaching cases at different stages of development, translating interviews, company documents, and industry research into narratives, exhibits, teaching notes, and slide decks.
- Managed sourcing and follow-up across 17 contacts at 11 companies; coordinated engagement with founders, executives, and operational teams.
- Contributed to document standards and the methodology and quality rubric; coordinated requirements and development tracking for the ABS Case Platform. Published work includes BasiGo, Temba Energy, and The Rebrand on the [ABS Case Platform](#).

Global Citizens Assembly

Jan 2026 – Mar 2026

Programme & Communications Support

Remote

- Coordinated participant communications, scheduling, documentation, and post-event reporting for international assemblies and thematic sessions.

Industrial and General Insurance Plc

Jul 2023 – Sep 2024

Brand & Corporate Communications Analyst

Lagos, Nigeria

- Wrote, edited, and proofread 200+ press releases, newsletters, and website materials supporting corporate and brand communications.
- Maintained relationships with 50 media contacts and identified public-relations opportunities that generated 15 media placements.
- Managed production of 36 marketing materials, including brochures and presentations, coordinating stakeholder inputs, timelines, revisions, and consistent brand messaging.

Techloy

Oct 2022 – Jun 2023

Technology & Data Reporter

Lagos, Nigeria

- Reported 700+ startup and technology stories, including business-model and funding analysis; interviewed founders, investors, and African technology ecosystem stakeholders.
- Built a funding database covering 500+ companies across 10 emerging markets and produced daily interactive visualisations explaining investment trends.
- Produced and distributed recurring newsletters through Mailchimp and Ghost, turning market developments into accessible updates for ecosystem audiences.

RELEVANT EXPERIENCE (CONTINUED)

Theouut.com

Feb 2021 – Jun 2022

Reporter / Assistant Editor

Remote

- Published 400+ articles and interviews on African technology, clean energy, and entrepreneurship; secured interviews with business leaders.
- Managed editorial calendars, deadlines, and contributor quality control; edited submissions and trained staff on WordPress and SEO.

SELECTED CAMPAIGNS & RESEARCH PROJECTS

Company Scout — Independent Product Project

2026–Present

- Built [Company Scout](#) to streamline company research and outreach preparation, using evidence-linked outputs and contact-confidence indicators. Developed requirements and workflows through AI-assisted coding, API integration, and Git/GitHub.

Climate Awareness Club, UM6P — Communications Manager

2025–2026

- Managed social-media communications and event promotion, including a 24-image promotional suite for Sustainability Lab 2.0; coordinated cross-promotion with university stakeholders.

Collective Intelligence Consortium — Social Media Manager

2025

- Managed LinkedIn and Instagram content and digital coverage for four student events, generating 45,000+ impressions.

School of Collective Intelligence, UM6P — Research Assistant

2025

- Led qualitative data collection involving 130+ students through Hypermind and authored a strategic report for the President's Office, translating participant evidence into recommendations on well-being and academic integration.

Spelling Bee Bayelsa — Communications & Publicity Manager

2020–2023

- Managed publicity, social content, and sponsor communications; secured a Century Group partnership and helped raise NGN 5 million+ in cash and in-kind support for scholarships and school materials.

EDUCATION

Mohammed VI Polytechnic University (UM6P)

2024 – 2026

Master of Arts in Collective Intelligence — Good

Rabat, Morocco

Ibn Rochd Foundation for Science and Innovation Scholar. Coursework included Data Science & Statistics, Experimental Methods, and Leadership & Organisational Change.

Federal University Otuoke

2014 – 2018

BSc in Political Science — Second Class Upper Division

Bayelsa State, Nigeria

TOOLS & LANGUAGES

Content and design: WordPress, Mailchimp, Ghost, Canva, PowerPoint, Word.

Research and collaboration: Excel, Flourish, Notion, Hypermind, Google Workspace.

AI-assisted workflows: ChatGPT, Claude, Gemini, Perplexity; Python for reading, adapting, and executing AI-generated scripts; working familiarity with Git/GitHub and APIs.

Languages: English (native); French (A2).

SELECTED TRAINING & RECOGNITION

- Google Digital Marketing and E-commerce Specialisation (2025).
- Best Team Player, Industrial and General Insurance Graduate Trainee School (2023).
- Reuters Digital Journalism Certificate (2022); HubSpot Content Marketing (2021).
- Nominee, Startup Journalist of the Year, Startup South NG (2021).