

EDZODZI YAWA CAN-TAMAKLOE

P. O. Box KD 225, Kanda-Accra Tel: 0244632605/0505076881 email: edzodzi@hotmail.com/empressyawa@gmail.com DA: GA – 256-4554

CAREER SUMMARY

1. Supervisor, Adverts Sales and Business Relations – New Times Corporation
28th March, 2025 to date

2. Ag. Manager, Adverts Sales and Business Relations (Relieving Duties) – New Times Corporation
1 November, 2024 – 27th March, 2025

3. Supervisor, Adverts Sales and Business Relations – New Times Corporation
January 2023 to 31st October, 2024

Duties and Responsibilities

- To support in planning and implementing advert sales and business relations strategies that are geared towards expanding the corporation's customer base.
- Produce data and help in reviewing and analyzing current newspaper trends and propose innovative business ideas to improve the corporation's revenue margins.
- Lead the adverts sales team to prospect for new businesses and customers while improving relationship with existing customers.
- Support in designing annual pull-out calendar with focus on industry, religious and traditional festivals and national day celebrations.
- Collaborate with the Channel Marketing and Circulating team to implement brand activation programmes aimed at promoting the corporation's brands and increase its customer base.
- Support in the designing of adverts sales and business relations objectives by forecasting and developing annual sales quotas for Greater Accra and the other regions to capture key demographics and project expected advert sale volumes.
- Provide support in developing annual business stakeholder relations plans, support its implementation and keep data relative to stakeholders as well as customer interactions and provide report for decision making.

4. Proof Reader (Editorial Analyst) – New Times Corporation

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July 2013 – December 2022

Duties and Responsibilities

To carefully read, detect and correct mistakes in all forms (grammar, spellings and punctuations) and analyse into details all articles, features and other stories that are published in the Ghanaian Times and The Spectator newspapers.

Key among the sensitive pages I am responsible for is the editorial page four (4), which the Editor of the Ghanaian Times personally asked me to handle.

5. Accra Regional Manager/Circulation Officer - New Times Corporation November 2007- June 2013

Duties and Responsibilities:

- Responsible for the implementation of strategies and tactics for increasing sales and supply of the company's products, Ghanaian Times and The Spectator newspapers.
- Monitored the supply and sales trend of the Accra Vendors and Subscribers in addition to the returns of vendors if any.
- Responsible for increasing vendorship and subscription.
- Client servicing with the main focus at developing a good customer relationship with vendors and subscribers.
- Supervised the raising of invoices and the preparation of line sheets (distribution out-lay) and labels and ensuring that figures sent to the Web Department were accurate for printing to be done.
- Prepared and submitted weekly, monthly, quarterly and annual reports to the Chief Marketing Manager.
- Coordinated with all 10 regional managers on issues relating to supply and the general distribution of the papers among other things.
- Oversaw all other activities relating to the Circulation Section or as requested by Chief Marketing Manager.

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6. Ag. Adverts Officer - New Times Corporation (Jan 2003-2004)

Advert Officer (2004-2007)

Duties and Responsibilities:

- Responsible for the outlining and execution of strategies with the aim of increasing advert sales in Ghanaian Times and The Spectator newspaper.
- Responsible for the increase of adverts sales by soliciting for adverts through aggressive prospecting from Advertising Agencies and Corporate Organisations.
- Serviced clients with the main focus of developing a good customer relationship with advertising agencies and other corporate institutions.
- Oversaw the smooth running of the Adverts Section.
- Ensured that adverts booked appeared in the newspaper as requested by clients.
- Monitored closely the works of competitors to help maintain a competitive edge and sometimes to help streamline our activities.
- Wrote and submitted monthly, quarterly and yearly reports to the Chief Marketing Manager.
- Liaised with regional managers in relation to adverts from the regions.
- Oversaw all activities related to the Adverts Section including barter arrangements among others.

7. National Service Personnel (Proof Reader), New Times Corporation (Dec 2002-2003)

Duties/responsibilities

To carefully read, detect and correct mistakes in all forms (grammar, spellings and punctuations) and analyse into details all articles, features and other stories that appear in the Ghanaian Times and The Spectator newspaper.

ACADEMIC CREDENTIALS

1. Master of Business Administration (Marketing), University of Ghana, Legon
(August 2013-2015)

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2. Bachelor of Arts Degree, (English & Theatre Arts), University of Ghana, Legon
(August 1999-2002)
3. A-level/O-level, Aburi Girls Secondary School (August 1989 - May 1994)

VALUE ADDED TRAINING

- Basic Certificate in Tour-Guiding (**HOTCATT**)
- Certificate in Selling and Sales Management (**GIMPA**)
- Performance Management Seminar (**NTC**)
- Leadership Development Seminar (**NTC**)
- Customer Loyalty Seminar (**Ishmael Yamson & Associates**)
- Basic Public Relations, Advertising & Marketing (**Ghana Institute of Journalism**)

PERSONAL STRENGTHS

- Good communication and interpersonal skills
- Working independently with very little or no supervision
- High sense of responsibility
- Excellent organiser
- Service oriented
- A good team player
- Confident

OTHER PERSONAL DATA

Date of Birth:	January 20, 1977
Sex :	Female
Marital Status:	Married
Religion:	Christian
Languages Spoken:	English, Ewe and Twi
Hobbies:	Sewing, Gardening and Adventure Tourism

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REFEREES

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