

# REGINALD F. SACKEY-ADDO

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Skilled in human relations and used to working in team situations. Well versed in most Microsoft Office applications. Proficient in web development using Ruby on Rails, CSS and HTML5. Is also well versed in the use of statistical software such as Minitab, STATA and SPSS and is proficient in the use of SQL to query data. Also very well versed in creating and managing social media campaigns, as well as curating content.

## COLLEGE EDUCATION

Grinnell College, Grinnell, IA – Bachelor of Arts in Political Science. August 2012-May 2016.

Danish Institute of Study Abroad, Copenhagen, Denmark – European Politics Concentration, Terrorism and Intelligence Analysis, Creative Business and Entrepreneurship. January–May 2015.

## PROFESSIONAL EXPERIENCE

1. *Content Strategy/Growth Hacking Intern at Visage Payroll.* (September 2016 – Present)
  - Embarked on Growth Hacking projects to grow social media channels by hundreds of followers
  - Ghost-wrote relevant content published in industry journals resulting in new traffic
  - Developed and implemented plans to optimize web pages, leading to thousands of conversions
2. *Koru at AirBnb* (June –July 2015)
  - Successfully completed month-long career development bootcamp
  - Analyzed thousands of user records to craft award-winning product demo addressing a pressing recruitment issue at AirBnb
3. *Co-Leader and Financial Counsellor at Social Entrepreneurs of Grinnell* (August 2013 – August 2014)
  - Counsellor personal loan recipients to take control of their finances
  - Trained and led a team of 6 of my peers to become effective financial counsellors
4. *Web Developer at Grinnell College Web Services* (August 2013 – August 2014)
  - Facilitated the transfer of gigabytes of data and multimedia content onto new website
  - Was responsible for responding to 100s of user submitted help tickets per week

## VOLUNTEER WORK

1. Currently offering free services in marketing and communications to various local level political campaigns in Collin County, Texas
2. Catered at multiple fundraisers, helping to raise over \$10,000 for Mid Iowa Community Action, a charity which serves families plagued by poverty

## HONORS AND DISTINCTIONS

1. Acted as Assistant Head Boy and Student Council representative in high school between September 2011 and April 2012. This involved helping serving as a bridge for communication between the student body and management
2. Was selected out of a pool of over 40 high achieving students to attend the Global Youth Leadership Conference in New York and Washington DC in June 2011