

LILY OFORI-AMANFO

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EDUCATION

Ashesi University

BSc. Management Information Systems

Berekuso, Ghana

Sept 2018 – June 2022

ACHIEVEMENTS AND AWARDS

Udacity Bertelsmann Scholarship – Udacity	Dec 2021
#1000WomenInData Scholarship – Ingressive4Good	Nov 2021
AfroTech Student Scholarship – Blavity.org	Nov 2021
1st Place in iMBA 590 Case Competition – University of Illinois Gies Business School	Oct 2021
Machine Learning Fellow – Yielding Accomplished African Women	Oct 2021
Dean's List – Ashesi University	Aug 2020 – Aug 2021
Diversity & Inclusion Scholarship – O'Reilly	Jun 2021
vGHC EMEA Student Scholarship – Anita B. Org	Apr 2021
McNulty Foundation Scholarship – diiVe	Apr 2021
Ghanaian French Embassy Grant – Sciences Po Winter School	Jan 2021

WORK EXPERIENCE

diiVe

Strategy Consulting Intern

Cape Town, South Africa

Jun 2021 – Aug 2021

- Served as a Co-Solution Lead and *collaborated with 6 teammates across 4 time zones* to deliver a market-entry strategy into the U.S. for an EdTech company in South Africa using Porters 5 Forces, Systems and Design Thinking.
- Collaborated with team members to perform a competitive analysis on 2 U.S. states and analysed data using google sheets to develop a 43-page report detailing 8 ideal districts for market entry, 20 partnerships and 6 product features needed for increased user adoption, retention, and overall growth.
- Developed a *competitive pricing model* to position the client *to raise over \$3million in revenue in the first 4 years of entry*.

Firenze

Associate Creative Editor, Brand Strategy

Accra, Ghana

Mar 2021 – Jun 2021

- Doubled* social media traction by *spearheading a novel weekly social media campaign across 5 social platforms*.
- Developed a strategic branding system to triple social engagement and followers across all social media platforms.

Upkey

Product Marketing Intern

Chicago, USA

Oct 2020 – Nov 2020

- Refined and developed a Go-To-Market Strategy that positioned the startup's product to be *well-received by 80% of the target audience* through research and testing.
- Investigated and analysed research data to prepare a report on the best social media platforms for the product with each's best practices to boost visibility by at least 75%.
- Improved the product's user retention by 80% through designing and pitching two new game modes for the app.

PROJECTS AND RESEARCH

Zaneprah Shop

Lead Developer

Ghana

Nov 2021 – Present

- Worked with the client and owner of the business to develop a dynamic e-commerce website with HTML5, CSS3, Js, PHP and SQL.
- Integrated payments with Paystack and Stripe APIs to cater to global audiences and customers.

iMBA Case Competition

Team Member focused on Local Research and Liaising

Ghana

Sep 2021 – Oct 2021

- My team of 6 people from *across 4 countries*, emerged *1st out of 9* participating groups with students in Ashesi University and the University of Illinois Gies Business school.
- Our winning pitch was awarded the *highest score of 44/45*. The client judges described it as a pragmatic and feasible strategy to help them sell more products while introducing new sustainable ones to the Sub-Saharan African market.

LEADERSHIP EXPERIENCE

Ashesi University

Yielding Accomplished African Women (YAAW) Ashesi Campus Co-Director

Berekuso, Ghana

May 2021 – Present

- Created the marketing copy for the launch day and organised the launch, which drew in *83 sign-ups, a 110% increase* compared to previous years and chapters.
- Effectively communicated between students and stakeholders to plan and organise professional development workshops with an *average attendance rate of 77%*.

Peer Writing Tutor

Jan 2020 – Present

- Coached and assisted *over 80 students* in their humanities courses and writing assessments one on one.
- Recorded *over 90%* of tutored students having a higher-than-average grade in the papers and more confidence in the subject area.

Freshman Peer Coach and Ashesi Success Facilitator

Sep 2019 – Aug 2021

- Coached about *50* first-year students throughout their new journey in university.
- Facilitated *two cohorts of 40+* students in the Ashesi Success course weekly for Spring Semester 2021.

SKILLS & INTERESTS

Database Design & Management | Project Management | Frontend Web Design and Development | Technical Writing | Product Management | Product Marketing | Content Creation

Intermediate Proficiency in SQL, Python, HTML5, CSS3, Js, PHP & M.S. Office (Excel, PowerPoint)