

**CURRICULA VITAE**  
**GYAMERA BENJAMIN**

**Address**

University Relations Office

P. O. Box 214

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UENR, Sunyani

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Ghana

**AREAS OF INTEREST**

- Public Relations and Protocol
- Administration
- Leadership
- Communication
- Publishing
- Marketing/Advertising

**ADMINISTRATIVE EXPERIENCE**

**Full time, Public Relations/Protocol officer (January 1, 2021 to Present)**

*University of Energy and Natural Resources*

*Sunyani*

**Duties**

- i. Manage staff under the office;
- ii. Provide general assistance to the Head;
- iii. Liaise and coordinate University functions and events;
- iv. Manage and oversee facilities, personnel and all event details;
- v. Work collaboratively with the other departments to understand and promote their respective events and programs;
- vi. Collaborate with other departments to market the programs of the University through educational fairs, seminars and promotional outreaches among others;
- vii. Liaise with external media houses for publicity of University events and academic programs;
- viii. Handle matters concerning official travels (local and international) of members of the University;

- ix. Receive visiting delegations and prepare programs for them;
- x. Perform other protocol services and courtesies;

**Full time, Enquiry/Complains officer (October, 2020 to Present)**

*Valley View University*

*Techiman Campus*

**Duties**

- Address inquiries and complains from the media, students, parents and other parties

**Full time, University Relations/Protocol officer (Aug 2018 to Present)**

*Valley View University*

*Techiman Campus*

**Duties**

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams and enhance open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Prepare and distribute press releases
- Organize PR events such as open days, educational fairs, press conferences and serve as the University's spokesperson and brand officer
- Seek opportunities for partnerships, sponsorships and advertising
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

**Full time, Marketing and publicity officer (Aug 2016- Aug, 2018)**

*Valley View University*

*Techiman Campus*

**Duties**

- Embark on strategies to market the University

- Ensure publicity for the University

**Full time, Snr. Administrative Assistant, Student Services (Oct 2014 – 2016)**

*Valley View University*

*Techiman Campus*

**Duties**

- Support senior managers and executives with daily clerical tasks
- Plan meetings and take detailed minutes
- Answer phone calls, provide information to callers or connect callers to appropriate people
- Schedule appointments and update calendar
- Make travel arrangements and reservations for senior managers
- Compose and type regular correspondence, like invitations and informative material
- Develop and maintain a filing system
- Create spreadsheets and presentations
- Provide statistical and budget reports
- Greet and provide general support to visitors
- Develop, implement and improve office policies and procedures

**Full time, Snr. Administrative Assistant, academic office**

*Academic Office*

*Valley View University*

*Techiman Campus*

**Duties**

- Assist in planning meetings and take detailed minutes
- Answer phone calls, provide information to callers or connect callers to appropriate people
- Assist in scheduling appointments and update calendar
- Assist in making travel arrangements and reservations for senior managers
- Compose and type regular correspondence, like invitations and informative material
- Develop and maintain a filing system

- Create spreadsheets and presentations
- Provide statistical and budget reports
- Assist in developing, implement and improve office policies and procedures

### **Other Duties**

- Member: Planning Committee, 2 Day Transformational Dialogue on Small Scale Mining, UENR
- Member: Planning Committee, Maiden Chemistry Festival, UENR
- Member: Protocol Committee, VVU
- Member: Graduation Publicity, VVU
- Member: Graduation Admissions Committee, VVU
- Member: Graduation Security and Safety Committee, VVU
- Member: Landscape Committee, VVU

### **Administrative Assistant (National Service) (June 2009 – June 2010)**

*Dean's Office*

*Faculty of Agriculture*

*KNUST*

### ***Duties***

- Handling of corresponding
- Arrangement of meetings and minutes taking
- Writing of memos
- Student services
- Assisting in conducting Examination.

### **Editorial Assistant (Internship) (Jan – April, 2008)**

*CSIR*

*Publishing Division*

*Accra*

### **Duties**

- Editorial assistance
- Proof Reading

### **Part time, Administrative/Marketing Officer (Feb, 2007– December, 2012)**

Gogan Publishing Co. Ltd., Accra

- Sales officer
- customer service and care

## **ACADEMIC QUALIFICATIONS**

### **Master of Education in Educational Administration and Leadership (Aug 2017 – Aug 2018) Valley View University, Ghana**

*Thesis Title:* (Headteacher Supervisory Practices and its Influence on Teacher Performance in the Senior High Schools in the Techiman Municipality, Ghana.

*Areas of concentration:* Principles and Practice of Educational Administration and Leadership, Theories of Educational Administration and Leadership, Technology for Educational Leaders, Educational Finance and Marketing, Human Resource Management and Development in Education, Leadership for Management Operation in Education, Seminar on Contemporary Issues in Education, Supervisory leadership

### **B.A. (Hons) Publishing Studies (Aug 2005 – Aug 2009 - Second Class Upper)**

**Kwame Nkrumah University of Science and Technology (KNUST), Kumasi, Ghana**

Honours Project: Enhancing reading in Ghana, the Role of a Ghanaian Publisher)

*Areas of concentration:* Marketing, Management, Applied Management, Economics, Financial Management, Sociology, Research Methodologies, Law of Contract, Communication Skills, Publishing Law, Financial Accounting, Literature in English., Language and the Editor, Advertising and Promotion, Public Relations

**Senior Secondary School Certificate Examination: (General Arts Option)**  
**Adisadel College, Cape Coast, Ghana**

**OTHER TRAINING QUALIFICATIONS**

**Certificate in Naturopathic Medicine (July – September, 2020)**

**Nyarkotey College of Holistic Medicine, Accra**

*Areas of Concentration:* Naturopathic Medicine, Human Anatomy, Medical Law, Health Leadership in 21<sup>st</sup> Century, Nutrition, Herbal Medicine, Laboratory, etc.

**Certificate in Entrepreneurship and Small Business Management (2008 – 2009)**

**Department of Publishing Studies and the KNUST Business School, Kumasi**

*Areas of concentration:* Financial Management and analysis for a Business Starter, Investment banking, fund management and brokerage services, Total Quality Management in Business, Marketing and Customer Care, Checklist for Business Starters, Human Resource Management and SMEs, Tax Administration in Ghana and SMEs, Micro-Finance

**Seaman mandatory certificate (2013)**

**Regional Maritime University (RMU), Accra, Ghana**

*Areas of concentration:* Personal Survival Technique, Elementary First Aid, Fire Fighting, Personal Safety and Social Responsibilities

**Certificate in oil and gas**

*SIMA oil and gas corporate career centre, Accra*

## **COMMUNITY SERVICE**

### *National*

#### Radio Presenting

- KFM 103.5 FM, Techiman, August, 2020 to January, 2021
- Hope TV Channel, Accra – News Reporter, 2019 to date
- Free 97.5 FM, Techiman, May, 2015 to 2020
- Radio B.A.R., Sunyani, October, 2021 to date

## **OTHER RESEARCH WORKS**

- Promotional and Marketing Strategies for Promoting Journals in Ghana, a case study at the CSIR Publishing Division

## **ORGANIZATIONAL ACTIVITIES**

May, 2022	Organised Two Day Transformational Dialogue on Small Scale Mining at UENR
June, 2022	Organised Chemistry Festival at UENR
Nov, 2018	Organised summer school programme for Senior High School students at VVU
March, 2016	Organised Career Guidance Seminar for Senior High School students
April, 2015	Organised Mental Health Seminar at Valley View University
June, 2012	Organised a Peace Campaign dubbed ‘Children for Peace’ at Kumasi

## **DRIVING COMPENTENCY**

- Drivers’ License B (10 years)

## **COMPUTER LITERACY**

- Microsoft Office Suit
- Adobe Premier Pro
- Adobe Pagemaker
- Corel Draw
- Adobe Photoshop

## **REFERENCES**

Dr Gifty Oforiwaa Gyamera  
School of Public Service and Governance  
GIMPA  
Accra  
0244377873

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Education Director  
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Kumasi, Ghana  
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