

CURRICULA VITAE
GYAMERA BENJAMIN

Address

University Relations Office

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UENR, Sunyani

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Ghana

AREAS OF INTEREST

- Public Relations and Protocol
- Marketing/Advertising
- Media
- Administration
- Publishing
- Leadership
- Digital Marketing
- Communication
- Climate Change and Sustainability

ADMINISTRATIVE EXPERIENCE

Full time, Assistant Registrar, 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 etails;
- 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 2020)

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 (2014)

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

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, January – 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

Other Duties

1. 2021 to date – Member, National Educational Outreach Team for the University of Energy and Natural Resources
2. 2021 to date – Sub-Editor for UENR This Week News Bulletin
3. 2023 to date – Secretary to the Board of Greena FM, University of Energy and Natural Resources
4. 2024 to date – Local Organizing Member for International Conference on Energy and Engineering

5. 2024 – Planning Member, 8th Matriculation for University of Energy and natural Resources
6. 2022 – Planning Committee Member, University of Energy and Natural Resources 10th Anniversary Celebration Planning Committee
7. 2022 – Planning Committee Member for 7th Congregation of the University of Energy and Natural Resources
8. 2021 to date – Local Organizing Member for the Transformational Dialogue on Small Scale Mining in Ghana
9. 2021 – Planning Committee Member for Maiden Chemistry Festival of University of Energy and Natural Resources
10. 2016 to 2020 – Educational Outreach Coordinator for Valley View University, Techiman Campus
11. 2016 to 2020 – Protocol Committee Member of Valley View University, Techiman Campus
12. 2016 to 2020 – Graduation Publicity Sub-Committee Member for Valley View University, Techiman Campus
13. 2016 to 2020 – Graduation Admission Sub-Committee Member for Valley View University, Techiman Campus
14. 2016 to 2019 - Graduation Security and Safety Sub-Committee Member for Valley View University, Techiman Campus
15. 2018 to 2019 – Landscape Committee Member for Valley View University, Techiman campus

ACADEMIC QUALIFICATIONS

1. Master of Education in Educational Administration and Leadership (Aug 2017 – Aug 2020) 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

**2. B.A. (Hons) Publishing Studies (Aug 2005 – June 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

3. Senior Secondary School Certificate Examination: (General Arts Option)

Adisadel College, Cape Coast, Ghana

WORKSHOPS AND CONFERENCES ATTENDED

1. 2024 – IKEM Academy Conference on Energy and Climate in Berlin, Germany
2. 2024 – Evidence to Action Conference and Exhibition 2024, Accra, Ghana
3. 2024 – 2nd GAUA Administrators Conference in Sunyani, Ghana
4. 2023 – Workshop on Grant Sourcing and Writing Article for Publication in Sunyani, Ghana
5. 2023 – University of Energy and Natural Resources Management Retreat in Sunyani, Ghana
6. 2022 – 1st GAUA Administrators Conference in Sunyani, Ghana

OTHER TRAINING QUALIFICATIONS

Certificate in Digital Marketing from IDMC, Accra, Ghana (2023)

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 21st 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

PROFESSIONAL MEMBER

1. Associate Member, Institute of Public Relations (IPR)

COMMUNITY SERVICE

National

Radio Presenting

- 2021 to date - Editor, Ghana Association of University Administrators, UENR Chapter
- 2021 to date - Radio B.A.R., Sunyani, October
- 2019 to date - Hope TV Channel, Accra – News Reporter
- 2020 – 2021 - KFM 103.5 FM, Techiman
- 2015 to 2020 - Free 97.5 FM, Techiman

OTHER RESEARCH WORKS

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

ORGANIZATIONAL ACTIVITIES

1. August, 2022 – Local Organizing Committee Member, NBS4Food Conference
2. November, 2018 – Organized Summer School Program for Senior High School Students at Valley View University, Techiman Campus
3. March, 2016 – Organized Career Guidance Seminar for Senior High School Students at Valley View University, Techiman Campus
4. April, 2015 – Organized a Mental Health Seminar at Valley View University, Techiman Campus
5. June, 2012 – Organized a Peace Campaign dubbed “Children for Peace” at Kumasi

DRIVING COMPETENCY

- Drivers’ License B (12 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
Suame Municipal Education Office
Kumasi, Ghana
0244149522