

NANA SARFO BROBBEY

SOCIAL & COMMUNICATION TECH SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Social & Communication Tech Specialist with over 7 years of cross-disciplinary experience bridging digital marketing technology, IT project management, corporate communications, stakeholder engagement, and community-centered digital inclusion. Founder of Brobbs Connect initiatives under Brobbs Group, applying NAVIGATE and GROUNDWORK to help elderly adults and at-risk youth build safer, more confident participation in the digital economy.

EDUCATION

M.S.I.T – Information Technology Project Management (STEM) | Westcliff University

March 2026 – Present | Irvine, CA, USA

M.S. – International Marketing | London South Bank University

October 2024 – September 2025 | London, UK

B.A. – Information and Communication Studies with Political Science | University of Ghana

October 2015 – July 2019 | Accra, Ghana

Diploma – Software Engineering | IPMC (Intercom Programming & Manufacturing Co.)

2013 – 2015 | Accra, Ghana | Modules: HTML, System Analysis & Design, SQL, C, C++, Java, Visual Basic.net

PROFESSIONAL EXPERIENCE

Social & Communication Tech Specialist | Brobbs Group

March 2026 – Present | Anaheim, CA

- Started Brobbs Group in March 2026 as a community-focused business applying communication technology, digital literacy, and social impact programming across Southern California.
- Designed Brobbs Connect as the programme delivery platform for NAVIGATE and GROUNDWORK, connecting community institutions with practical digital inclusion support.
- NAVIGATE: six-session digital onboarding and fraud protection curriculum for elderly Americans, covering online safety, government services, healthcare portals, digital banking, fraud recognition, and safe connection with family.
- GROUNDWORK: eight-session community engagement and digital foundation curriculum for at-risk youth, covering digital identity, vocational direction, job readiness, financial awareness, institutional navigation, mentorship, and accountability.
- Developing partnerships with senior centres, aged care homes, libraries, community health centres, after-school programmes, youth centres, juvenile diversion programmes, credit unions, and faith communities.

Sales Associate | The Home Depot (Part Time)

March 2026 – Present | Anaheim, CA

- Provide customer service and product guidance across store departments, supporting sales floor operations and team targets in a high-volume retail environment.

Senior Corporate Marketing & IT Projects Executive | GOIL PLC (Ghana Oil Company Ltd.)

September 2019 – October 2025 (Including UK study leave) | Accra, Ghana

- Led digital transformation initiatives including management of corporate website infrastructure, CRM systems, and all social media platforms, driving measurable increases in digital engagement and brand reach.
- Administered sales and campaign data in Salesforce CRM to support real-time forecasting and reporting for management review.
- Built and maintained prospects and account lists by category to support marketing and business development outreach.
- Coordinated with internal departments, external agencies, and vendors to develop and test advertising creative, ensuring accurate and timely delivery of marketing campaigns.
- Served as key project stakeholder in the development and launch of the GOMoney mobile application and GOClub loyalty scheme, coordinating between IT, marketing, and external technology vendors.
- Designed and executed integrated marketing technology campaigns using Google Analytics, Google Ads, Google Search Console, and Salesforce CRM.
- Managed corporate public relations, stakeholder communications, and brand governance across digital and traditional channels.
- Coordinated cross-functional IT and marketing projects involving internal teams, external agencies, and C-suite stakeholders.
- Led corporate social responsibility initiatives from planning through execution, managing budgets, timelines, and multi-stakeholder coordination.
- Developed marketing analytics frameworks using Power BI to track campaign ROI, customer acquisition metrics, and brand performance KPIs.

Customer Service & Operations Attendant | National Car Parks Ltd. (Gatwick Airport)

May 2025 – January 2026 | London, UK

- Managed customer-facing operations including vehicle bookings, payment processing via POS systems, and complaint resolution in a high-volume international airport environment.

Administrative & Data Entry Assistant | Ascot Services UK Ltd. (Bromley Council)

December 2024 – May 2025 (Part Time) | London, UK

- Performed data management, quality assurance, and administrative coordination supporting local government operations.

Restaurant Supervisor | Kempinski Gold Coast Hotel

December 2015 – May 2017 | Accra, Ghana

- Supervised front-of-house operations, staff training, and service quality at one of Ghana's premier luxury hotels.

CORE COMPETENCIES & TECHNICAL SKILLS

IT Project Management: Digital transformation, IT-marketing integration, cross-functional project delivery, vendor coordination, CRM implementation, SaaS platform management

Marketing Technology: Google Analytics, Google Ads, Google Search Console, Salesforce CRM, Power BI, SEO, email marketing, social media management, TikTok content creation

Software & Programming: HTML, SQL, C, C++, Java, Visual Basic.net, System Analysis & Design, website management

Digital Strategy: B2B & B2C marketing, PR strategy, brand governance, digital media, corporate communications, stakeholder engagement

Tools & Platforms: MS Office Suite, Tableau, CRM systems, SaaS applications, Power BI, photography and videography

HONORS & ACCOMPLISHMENTS

- Staff of the Month — National Car Parks, Gatwick Airport (2025)
- Corporate Marketing and CSR Leadership Award — GOIL PLC (2024)
- 5th National Communications Awards — GOIL Corporate Affairs Team, Best Corporate Communications (2023)
- GOMoney App Development Contributor — GOIL PLC (2022)
- Co-Founder — Elys Clothing & Trading Ltd. (2015 to Present)

VOLUNTEER & PRO BONO WORK

- Rebranding Campaign — Best Point Savings and Loans (2021)
- Fundraising Volunteer — Parliamentary Primaries (2024)
- Labor Party — Member (2025)
- Boots 4 Charity — Charity Foundation (2014 to Present)