

Azasoo Andrew

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Portfolio: <https://azasooandrew.encoremediagh.com>

EDUCATIONAL QUALIFICATION

BSc Agriculture – Post Harvest Technology
University of Ghana, Legon

2008-2012

WORK EXPERIENCE

Founder & Creative Director

2014 -DATE

ENCOREMEDIA (Accra, Ghana)

SPECIFIC DUTIES AND RESPONSIBILITIES

- Develop and communicate the company's vision, mission, and strategic direction.
- Manage the day-to-day operations of the business.
- Set and achieve growth and revenue targets.
- Recruit, train, and manage a high-performing team.
- Lead the creative team in developing innovative and engaging content.
- Set the artistic and creative tone for projects.

Creative Director & Business Development

2019-2020

AOHOLDINGS (Accra, Ghana)

SPECIFIC DUTIES AND RESPONSIBILITIES

- Contracted to Manage and oversee the day-to-day development of the subsidiary EventMPL.
- Led the implementation of EventMPL overall development plan.
- Designed website for 10-15 companies.
- Recruited and managed, and developed a high-performing team.

Creative Director

2013 - 2014

NMJ COMPANY (Accra, Ghana) Branding company

SPECIFIC DUTIES & RESPONSIBILITIES

- Updated and designed website for 10 clients.
- Designed all the artwork for our clients.
- Shot commercial videos.

Associate

2012 - 2013

REGIONAL INSTITUTE FOR POPULATION STUDIES

SPECIFIC DUTIES & RESPONSIBILITIES

- Entry of data into Microsoft Office Excel application.
- Processed data for further computations and analysis.
- Designed Banners for our research programs.

TEACHING EXPERIENCE

Online Instruction:

- Conducted virtual classes in Photography, Video Editing, Graphic Design, and Business Automations.

Physical Classes:

- Led in-person classes provide hands-on instruction in multimedia production.

PROFESSIONAL SKILLS

- Photography
- Video Editing
- Videography
- Graphic Design
- Website Design

SOFTWARES

- Adobe Photoshop
- Adobe Lightroom
- Adobe Audition

- Adobe Premiere
- Coraldraw
- Wordpress - Elementor
- Canva
- Capcut

OTHER RESPONSIBILITIES AND EXPERIENCES

Convener – Church Media Masterclass/Summit 2024

Organized and led the Church Media Masterclass/Summit 2024, successfully gathering approximately **1,500 in-person participants** and **1,000 online attendees**.

- Coordinated speakers, training modules, and logistics for one of Ghana's largest church media training events.

Founder & Convener – Ghana Media Tech Expo 2025

- Successfully organized and executed the **Ghana Media Tech Expo 2025**, a national technology and creative conference bringing together **media professionals, filmmakers, photographers, content creators, equipment vendors, and church media teams**.
- Led the full event planning process, including partnerships, branding, marketing, speaker coordination, and vendor engagement.
- Designed the event's branding, website, and promotional materials while overseeing technical production and livestreaming.
- Positioned the Expo as a major platform for advancing **media technology education and innovation in Ghana**.

A WALK DOWN THE AISLE (TV TALK SHOW) - Director and Video Editor (February 2017)

- Directed the talk show.
- Edited all videos and uploaded on YouTube and make copies to TV stations.