

Benedicta Fosu-Mensah (Mrs.), MBA, MS

Founder & Chief Executive Officer, The Village Girl Foundation | Accra, Ghana
founder@thevillagegirlfoundation.org

Experienced marketing and business development professional with demonstrated success in developing and executing innovative fundraising and marketing campaigns. Talent for constructing and implementing practical timelines and budgets coupled with the ability to lead cross-functional teams toward expanding market penetration of products and services while increasing brand awareness. Experience in creating engaging community and marketing events as well as establishing effective fund-raising activities that develop long lasting relationships with major funding sources.

AREAS OF STRENGTH AND EXPERTISE

- Business Development
- Team Leadership
- Market Research
- Fund Raising Campaigns
- Branding
- Marketing Campaigns
- Marketing Strategy
- Project Management
- Relationship Building

PROFESSIONAL EXPERIENCE

Assistant Registrar | Ghana Institute of Management & Public Administration (GIMPA), Accra, Ghana

Partner with the Registrar and associates to ensure maximum efficiencies of the Office of the Registrar. Analyze, create, and organize technology-enhanced processes and procedures including information management, record keeping, and office support services. Provide oversight for the production and dissemination of registration and materials to various departments and students. Lead initiatives to improve communication and information flow between the Registrar's Office and all schools, academic departments, and administrative units.

Associate, Product Specialist, Capital Markets | Morgan Stanley Smith Barney, Purchase, NY

Conducted in-depth analysis to identify problems, determine trends, and create compelling stories about the brand to enhance the brand's equity and market performance. Actively participated in brand innovation projects through collaborating with the Marketing Team to ensure consistent and flawless execution. Led the assessment of key target market efforts and market environment to recommend strategies and tactics designed to drive penetration in target markets. Delivered support for the guidance of all brand communications and innovation developments.

Coordinator | Center for Non-Profit Excellency, Tarrytown, NY

Developed change management solutions and addressed problems related to assigned projects, contacting clients while serving as liaison to facilitate resolution of problems and resolve issues with key stakeholders. Provided direction for creative copy and design needed for all aspects of each marketing campaign and communication, writing and editing copy as needed. Directed marketing campaign development including coordination, analysis, and continuous monitoring for progress.

Marketing Intern | MyPublisher, Valhalla, NY

Assisted marketing team with developing new methods of disseminating marketing and business development information and communications. Worked with business partners to create exceptional brand experiences that humanize technology, improved people's lives, and created new value for businesses. Ensured the delivery of brand material and content to the user in an engaging and innovative way.

EDUCATION AND TRAINING

Post Graduate Diploma in International Business, IONA COLLEGE | New Rochelle, NY

Master of Science in Leadership & Strategic Management, MANHATTANVILLE COLLEGE | Purchase, NY

Master of Business Administration in Marketing, IONA COLLEGE | New Rochelle, NY

Bachelor of Business Administration in Marketing, PACE UNIVERSITY | Pleasantville, NY

Bachelor of Laws (LLB), GHANA INSTITUTE OF MANAGEMENT & PUBLIC ADMINISTRATION | Accra, Ghana