

Address: P. O. Box OS 3589 Osu - Accra
Mobile: 233543480553 | 0206018207
E-mail: martinntem@gmail.com
Website: www.martinntem.com

DR. MARTIN THOMPSON KWADZO NTEM

SUMMARY PROFILE

A lecturer at the University of Media, Arts and Communication. He holds a PhD in Communication from the University of South Africa, boasting of a solid academic foundation that includes a Master of Philosophy in Communication and Media Studies from the University of Education Winneba and a Master of Arts in Media Management from the Ghana Institute of Journalism. Former member of the 3rd **University Governing Council** of the Ghana Institute of Journalism with more than 5 years of experience in communication, marketing, and research. Bringing a unique perspective as a Bloomberg-trained journalist and financial analyst, my diverse background and expertise position me as a valuable asset in the field of communication, adept at bridging the gap between academia and industry.

Profile Highlights

Strategic Management:

Prowess in strategic business planning to improve marketing competitiveness & drive comprehensive business growth with a deep understanding of critical drivers in the region; aims to create competitive advantages in diverse markets. Proficient in strategic planning and execution, leveraging expertise to drive organizational growth and success.

Business/ Market Development:

Profound expertise in Business/ Market Development, duly recognized as solution-oriented & sustainable brand builder, frames tactical retail sale, marketing, & brand management strategies for new product development, brand launches, new market identification, strategic brand positioning, and procurements, with focus on performance management, Business Continuity & sustainability to accomplish business excellence.

Digital Marketing Communication:

Demonstrated ability to create and implement effective marketing communication strategies, ensuring brand visibility and engagement.

Project Management:

Skilled in project management, ensuring the efficient and timely delivery of initiatives while meeting objectives.

Visionary & Conscious Leadership:

Embrace visionary and conscious leadership, steering teams toward sustainable growth and positive impact.

Core Competencies

Strategic Management

Business Development

Digital Marketing

Brand Communication

Project Management

Visionary Leadership

Versatile

People Management

Copywriting

Teaching Proficiency

EDUCATIONAL HISTORY



Ph.D. Communication Science
Fields: Media, Communication
University of South Africa– SOUTH AFRICA

10/2024



MPhil. Communication and Media Studies
Fields: Media, Communication
University of Education, – WINNEBA, CENTRAL REGION

04/2022



Master of Arts, Media Management
Fields: Media, Communication and Management
School of Graduate Studies and Research Ghana Institute of Journalism – ACCRA, GREATER ACCRA REGION

03/2020



Certificate in Business and Financial Journalism
Fields: Business, Finance, Management and Journalism
University of Ghana, Ghana Institute of Journalism and Strathmore University – DZORWULU, GREATER ACCRA REGION

02/2020



Certificate in Consultancy Science Training Programme
Field: Business Consultancy and Entrepreneurship
Ghana Institute of Consulting

12/2019



Certificate in Project Management
Field: Project Management
Cambridge Centre of Excellence – BRITISH COUNCIL, GREATER ACCRA REGION

08/2019



Bachelor of Arts in Communication
Fields: Communication, Journalism, Marketing and Public Relations
Ghana Institute of Journalism – RIDGE, GREATER ACCRA REGION

06/2018



Certificate in Event Management and Organization
Fields: Event and Marketing
Ghana Institute of Journalism – RIDGE, GREATER ACCRA REGION

07/2018



West African Examination Certificate (WAEC)
Kpando Senior High School – KPANDO, VOLTA REGION

04/2013

Basic Education Certificate Examination (BECE)
Dzodze Central Junior High School – DZODZE, VOLTA REGION

04/2010

WORK EXPERIENCE (ACADEMIC)



Lecturer

11/2024 to Current

University of Media, Arts and Communication

- Institute of Journalism – ACCRA, GREATER ACCRA

Faculty of Journalism and Media Studies

- Teach journalism and communication courses (Print News Reporting, History of the Media in Ghana, Media Management, History of the Media in Africa, Media and Conflict, Feature Writing, Radio, and TV Production, etc.)
- Supervise dissertations and capstone projects of final year degree and diploma students
- Assist in developing new courses
- Assist in conducting Research



Adjunct Lecturer

06/2022 to Current

AsanSka University College of Design and Technology – OYIBI, GREATER ACCRA

Digital Media and Communication Department

- Teach undergraduate students communication skills course



Media Literacy Trainer (Part-Time Consultant)

Contract

DW Akademie / Penplusbyte – LABONE, GREATER ACCRA

- Train media influencers on navigating the internet.
- Organize training on Media Information Literacy
- Develop manuals on Information Literacy Campaigns and projects



Adjunct Lecturer

08/2020 to 2024

University of Media, Arts and Communication - Institute of Journalism – ACCRA, GREATER ACCRA

Faculty of Journalism and Media Studies / Faculty of Integrated Communication Science / Faculty of Public Relations, Advertising and Marketing



Graduate Assistant

08/2019 to 12/2020

Ghana Institute of Journalism – ACCRA, GREATER ACCRA

Faculty of Journalism / Faculty of Communication



Teaching Assistant (National Service)

08/2018 to 08/2019

Ghana Institute of Journalism – ACCRA, GREATER ACCRA

Faculty of Journalism

WORK EXPERIENCE (GENERAL)



Founding Director 12/2021 to Current
Institute of Digital Marketing Communication – ACCRA, GREATER ACCRA

- Develop courses.
- Lead marketing efforts
- Appoint facilitators to teach courses.
- Handle salaries and invoices
- Design systems for the organization
- Supervise day-to-day activities.
- Assist in conducting Research.



Assistant Long-Term Observer, (Contract) 11/20 to 12/20
European Union Election Observer Mission
International Organization for Migration - GHANA

- Facilitated the interface and establishment of contacts between observers local authorities and civil society
- Assisted in making contacts and setting up meetings for LTOs
- Provided interpretation as required, from local languages to English and vice versa
- Helped with administrative and logistics tasks of the Observers when required
- Assisted the Observers in monitoring regional media within the area of responsibility of the observers' team (local radios and newspapers)
- Conducted desk research to assist the Observers



Online News Managing Editor 01/2018 to Current
VoltaRegion.Org – VE-GOLOKUATI, VOLTA REGION



Board Member
3rd University Governing Council 04 /2017 to 05/2018
Ghana Institute of Journalism - ACCRA, GREATER ACCRA

Managing Editor 09/2015 to 04/2017
Smart Lens Newspaper – GIJ, ACCRA, GREATER ACCRA REGION



Reporter (Volunteer) 06/2014 to 08/2020
The Insight Newspaper – ACCRA, GREATER ACCRA REGION



Managing Editor / Sales Manager 09/2013 to 08/2020
Smart Eye Magazine – HOHOE, VOLTA REGION

TRAINING CONSULTANCY

- Training Consultant (Training of Female Politicians on Digital Literacy and Security) - MFWA's project, on Improving the Safety and Use of Social Media among Female Politicians in Ghana, implemented with funding support from the Dutch Foreign Ministry. (November 2024)
- Communication Expert, (Consultancy services for the training of the Ghana News Agency (GNA) in advocacy reporting on health & MSMES. (September to November 2024)
- Facilitator, (Digital Marketing Strategy) - Trained 10 staff of EXP Agency in Accra, East Legon (March 2023)
- Facilitator, (Digital Marketing and Advanced Communication) - Trained 300 Professionals in Accra- Virtual and in-person (March 2023)
- Facilitator, (Digital Marketing and Customer Service Excellence) - Trained 139 Professionals in Accra- Virtual (February 2023)
- Facilitator, (Digital Marketing Strategy) - Trained 350 Professionals in Accra- Virtual and In-person (October 2022)
- Facilitator, (Project and Innovation Management) - Trained 151 Professionals in Accra- Virtual and In-person (October 2022)
- Facilitator, (Digital and Corporate Communications) - Communication and Public Education Department, CPED of the Food and Drug Authority, FDA at the IDMC Ghana Digital Marketing Hub at Osu - October 2022
- Facilitator, (Digital Marketing Strategy) - Trained 350 Professionals in Accra- Virtual and In-person for IDMC Ghana - October 2022
- Facilitator, (Project and Innovation Management) Trained 151 Professionals in Accra- Virtual and In-person for IDMC Ghana - October 2022
- Facilitator (Digital Marketing and Communications strategies) – Sunu Assurances – June 2022.
- Facilitator (Digital Marketing & Corporate Communication - *Planning, Implementing and Evaluating social media campaign & defining most important social media KPIs*) for Institute of Digital Marketing Communication – March 2022.
- Facilitator (Digital Marketing and Communications) - *Planning, implementing and evaluating digital marketing campaigns*) for Cadi Communications and Media Consult – October 2021.

MANAGEMENT CONSULTANCY

PROFESSIONAL DEVELOPMENT

- Institute of Public Relations Ghana **Level II accreditation course**- September 2022 - Ongoing
- Meta Certified **Digital Marketing Associate Trainer** (31st August 2022)
- Participant, **Absa Young Africa Works Project** - Capacity Building Programme by China Europe International Business School (July 2022)
- Meta Certified **Digital Marketing Associate** (4th May 2022)
- Training and Certification, **Digital Skills: Social Media** Accenture (31st May 2020)
- Training and Certification, **Fundamentals of Digital Marketing**, Google Digital Skills for Africa (May 25, 2020)
- Training & Certification, **Digital Skills: Digital Marketing** Accenture (April 18, 2020)
- Training & Certification, **Creating and Maintaining Social Enterprises** by the Young African Leaders Initiative (YALI) (April 16, 2020)
- Training & Certification, **Fundraising Concepts** by the Young African Leaders Initiative (YALI) (April 16, 2020)
- Training & Certification, **Fundamentals of Grant Writing** by the Young African Leaders Initiative (YALI) (April 16, 2020)
- Training & Certification, **Create a Social Media Marketing Campaign** by the University of Leeds and Institute of Coding (April 15, 2020)
- Participant, Hackathon on **Fighting Fake News**, organized by DW Academy, Accra, (March 2020)
- Participant, Workshop on **Sports Marketing, Sports Law & Sports Management**, organized by the Faculty of Journalism, GIJ
- Participant, **Financial and Business Journalism** Training Intake 2, organized by the Bloomberg Media Initiative, Accra, (September 2019)
- Participant, MiLLi* **Media and Information Literacy Learning Initiative** organized by DW Academy Literacy (September 18, 2019)
- Training on **Migration Reporting** by UNESCO, Larteh (27th – 30th July 2018)
- **Insurance Agent** Training by National Insurance Commission, Accra (13th – 17th July 2018)

PROFESSIONAL AFFILIATIONS

- Member, Ghana Journalists Association
- Member, Institute of Public Relations Ghana
- Member, Communication Educators Association of Ghana, CEAG

PUBLICATIONS

- Danso, S., Annan, M.A.O., **Ntem M.T.K.**, Baa-Acheamfour, K. & Awudu B. (2023) Artificial intelligence and human communication: A systematic literature review. *World Journal of Advanced Research and Reviews*, 2023, 19(01), 1391–1403. DOI url: <https://doi.org/10.30574/wjarr.2023.19.1.1495>
- **Ntem, M.T.K.**, Danso, S & Osei W.K. (2023) Social media usage and civic engagement among communication students. *World Journal of Advanced Research and Reviews*, 2023, 19(01), 1382–1390. DOI url: <https://doi.org/10.30574/wjarr.2023.19.1.1494>
- Danso, S., Awudi B., **Ntem, M.T.K.**, Gyasi, A.A., Ayetey, E.L (2023) Internet Usage Among Undergraduate Students in Ghana: An Exploratory Study. *International Journal of Research and Innovation in Social Science*, 7(1), 1057 -1070

CONFERENCES ATTENDED

- Participant, Communication Conference organized by the Communication Educators Association of Ghana, CEAG, (June 27th – 28th 2019)

OTHER EXPERIENCES

- **President: Graduate Students Association of Ghana (GRASAG, GIJ Chapter)** (16th November 2018 to November 2019)
- **Member: GIJ at 60 Anniversary Planning Committee** (April 2019 – December 2019)
- **Member: GIJ at 60 Anniversary Fund-Raising Committee** (April 2019 – December 2019)
- **University Governing Council Member:** 3rd University Governing Council of the Ghana Institute of Journalism (April 2017 to May 2018)
- **President: Students Representative Council of the Ghana Institute of Journalism.** (April 2017 to May 2018)
- **Member: GIJ Development Committee** (April 2017 to May 2018)
- **Member: Library Committee** (April 2017 to May 2018)
- **Member: Time-Table Committee** (April 2017 till date)
- **Chairman: Student Aid Fund-GIJ SRC** (May 2016-May, 2017)
- **President: Ghana Journalists Association, GIJ Chapter** (From 5th May 2016 to 20th May, 2017)

CONFERENCES ATTENDED

As regards my ability and conduct, the following are my referees:

Prof. Andy Ofori Birikorang

University of Education, Winneba

233207102038

Andyobk@gmail.com

Prof. Siyasanga M Tyali

Communication Science Department

University of South Africa

tyalism@unisa.ac.za

012 429 6661

Prof. Modestus Fosu

Dean

Faculty of Integrated Communication Science

Ghana Institute of Journalism

+233(0)505657657

modestus.fosu@gij.edu.gh

Mr. Gayheart Mensah

Communication Consultant

gayheartmensah@gmail.com

0202009434