

Emmanuel Tsekpo

Creative Lead



Phone

0542 371 298



Email

emmanuel.tsekpo@gmail.com

Address

Lakeside Estate,
Community 7,
Ashale-Botwe

Profile



Creative Director and Communications specialist with over 10 years of experience in brand development, digital content creation, and visual storytelling. I have led design teams and collaborated across industries to produce materials that are both impactful and purposeful. My background spans marketing, advertising, social media strategy, film and communication design-delivering work that is functional, audience-relevant, and visually compelling. Known for my detail-oriented approach and strong communication skills, I thrive in both creative leadership and hands-on design execution.

Work Experience

2025 - Present

Empire Powered
By Publicis

Creative Director

At Empire, I lead the strategic and creative execution of multi-platform communication campaigns for clients in both public and private sectors. My role includes overseeing the development of brand assets, advertising visuals, reports, and digital media content. I also manage creative direction for experiential campaigns including corporate events, documentaries, and promotional films. Collaborating closely with stakeholders and production teams, I ensure every project aligns with brand goals while remaining engaging, scalable, and relevant across audiences.

2024 Jun-Dec.

African Leadership
University (Rwanda)

Marketing & Design Consultant

With ALU, I was responsible for developing and producing a wide array of internal and external communication materials. I led the design of institutional performance reports, brand identity guides, and campaign assets for digital platforms including Meta and Eskimi. My work contributed to enhancing ALU's internal communication ecosystem and supported its outreach to students, partners, and stakeholders through consistent, high-quality visuals.

2021 - 2023

mediaReach
OMD Ghana

Visual Communications Lead

This involves planning, directing, and executing communication campaigns, managing design and multimedia production, and collaborating with other teams for consistent branding. The job also requires designing templates, infographics, dashboards, brochures, posters, UI/UX design, and interactive media, and identifying tool requirements for each team. Additionally, collaborating with account managers to develop analytical reports from social media and google platforms.

2019 - 2021

Pulse Ghana
East Legon

Head of Graphics

In charge of creating visual identity for brands and products, lead my team of designers to realize their vision and come up with comprehensive visual communication campaigns with an excellent marketing impact. Design and drive client's brand values through content creation with analytic results to reach larger targets.

2017 - 2018

Sidekickgh
Accra

UI and Social Media Designer

Collaborating with product management and developers to define and implement innovative solutions for the product direction, visuals, and experience. Determine and create touchpoints for user interactions. Also design and post content on social media,

Education Experience

2012 – 2014
Switch-Tech
Solutions
Accra

Graphics and Print Designer

Print in a digital format. Conceptualize and design a product that's usually printed on materials including paper, plastic, cloth material and ceramics.

2023 - 2024
University of
Professional
Studies, Accra

Masters in Brands and Communications Management

Specialized in brand management, marketing communications, and public relations, with expertise in strategic marketing and digital marketing, equipped to drive business growth.

2016 - 2019
Valley View
University

B.Ed Information Technology

The study and design of computer systems, mainly focused on software development and Education.

2012 - 2015
St. Francis
College of
Education

Diploma in Basic Education

A 2-year full-time diploma course to train teachers for the basic school level.

2007 - 2011
Likpe Senior
High School

WASSCE

A standardized test in West Africa. Students who pass the exam receive a certificate confirming their graduation from secondary education. It is administered by the West African Examinations Council.

Skills

Personal

Communication 
Leadership 
Management 
Organization 
Negotiation 
Planning 
Print 

Professional

Adobe Photoshop 
Adobe Illustrator 
Adobe After Effect 
Figma & Adobe XD 
MS Office Suit 
Web Design 

Interest



Swimming



Travelling



Listen Music



Reading



Photography

Reference

Agbo Godsway Kofi

Project Manager
Switch-Tech Solutions
024 723 2047
amkofi@live.com

Victoria Naa Takia Nunoo

Director, Client Accounts &
Operations – Pulse Ghana
055 934 3991
naatakia.nunoo@pulse.com.gh