

# EBENEZER AMPADU

I am adept at handling and interpreting data while contributing my quota towards the growth and development of the organization.

TA C66 - Taifa - Accra, Ghana  
(233) 543704953

[ebenezerampadu@gmail.com](mailto:ebenezerampadu@gmail.com)

<https://enampadu.com/>

<https://www.linkedin.com/in/ebenezer-ntiamoah-ampadu-b2390ab4/>

## EXPERIENCE

### E-Commerce & Conversion Optimization Consultant – Vexels Limited

March 2025 - December 2025

Revamped WooCommerce infrastructure, boosting site speed by 40% and product engagement by **25%**. Deployed loyalty systems and smart plugins, increasing repeat purchases by **30%**. Integrated WhatsApp chat to cut inquiry response time by **50%**, enhancing conversion rates. Automated Klaviyo flows—birthday offers, cart recovery, order journey updates—driving an **18%** lift in email revenue and customer retention. Streamlined blog, SEO, and promotional content into a unified sales funnel to grow qualified traffic and improve conversion consistency. Implemented coupon controls to reduce misuse and optimize checkout performance.

### No Guilt Bakes, — E-Commerce Consultant

August 2024 - December 2025

As a consultant for NGB, I have successfully developed and executed targeted campaigns to boost customer engagement and sales. I optimized email automation for over **10,000** subscribers, led the website redesign to enhance user experience and SEO, and created on-brand content that aligns with company goals. Leveraging expertise in Shopify, digital marketing, and analytics, I have streamlined NGB's online presence, driving efficiency, growth, and increased revenue.

### Oak Winds LLC, — General Manager

November 2023 - November 2025

Implemented regular audits and stringent asset management protocols, resulting in a **20%** reduction in asset mismanagement. Provided detailed asset reports to the board, leading to a **15%** improvement in asset utilization and protection.

## SKILLS

### Testing & Quality Assurance

Proficiency in software and application testing (manual, functional, UI, regression)

Proficiency in automation testing – Cypress (web applications)

Proficient in Jira, Trello, Confluence, Productwrike Plan, and Wrike for product and QA management

### Data & Analytics

Proficiency in MySQL and Google Analytics

Proficiency in Microsoft Clarity for behaviour tracking and UX insight

### CMS & E-Commerce Platforms

WordPress, Joomla, Shopify, Magento, Drupal

### Email Marketing & Automation

Proficiency in Klaviyo,

## MatrixSprint, - Co-Founder & Chief Innovation Officer

November 2024 - PRESENT

I co-founded MatrixSprint to build a digital business ecosystem that empowers African entrepreneurs and SMEs to work smarter and scale confidently. I lead product strategy, platform architecture, and team execution across our ERP suite, which includes modules for inventory, HR, invoicing, CRM, POS, analytics, and training. I've overseen the development and launch of microservices tailored for industries like transport, retail, and legal — streamlining fragmented workflows into unified, scalable tools. Beyond engineering, I drive our go-to-market planning, customer onboarding, and growth automation. My role bridges tech, business, and user experience — ensuring every solution we deliver solves a real problem and delivers measurable impact.

## Makola.com, — E-Commerce Business Analyst

APRIL 2023 - APRIL 2024

Monitored and analyzed e-commerce (Magento) metrics, identifying key areas for improvement in audience acquisition, behaviour, and conversions. Sourced new products, increasing competitive edge and leading to a **10%** increase in customer retention.

## WhiteWind LLC, — Quality Assurance Engineer

JULY 2022 - November 2025

Monitored quality control metrics, including defect densities and open defect counts, leading to a **15%** reduction in product defects.

## WebSentics — Scrum Master | Product Manager

JULY 2021 - PRESENT

Facilitated scrum processes and managed product development, increasing team productivity by **25%** and fostering a culture of ownership among team members.

## Firmus Advisory — Head of Digital and Content

FEBRUARY 2020 - FEBRUARY 2021

Evaluated website traffic and target audience metrics, recommending strategies with the latest tools and trends, resulting in a **30%** increase in site traffic and a **20%** improvement in user engagement.

Mailchimp, and automated campaign flows

## Design & Content Tools

Proficiency in Photoshop and content development tools

Strong SEO understanding and experience with blog and content funnel creation

## AI & Emerging Technologies

Proficiency in Generative AI Tools: GPT, Claude, Gemini

Strong understanding of Natural Language Processing (NLP)

Experience with AI-driven image generation and automation

## Professional & Interpersonal

Strong negotiation and communication skills

Ability to adapt to organizational change and lead cross-functional teams

Fluent in English (UK) and Twi (Ghanaian dialect)

## PROJECTS

**Oya! Ghana** - Aggregator hail riding app for commercial bus transit.

## EDUCATION

### UNIVERSITY OF GHANA, LEGON — MBA

SEPT 2020 - NOVEMBER 2022

*Master of Business Administration  
Management Information Systems*

### GIMPA, — PGDip

Sept 2017 - AUGUST 2018

*Postgraduate Diploma  
Management Information Systems*

## CERTIFICATION & SELF-DIRECTED

SELF-LEARNING IN GENERATIVE AI (2023 - PRESENT)

Acquired proficiency in generative AI tools and technologies such as Claude, Gemini, GPT, and DALL-E.

Developed practical skills in using AI for natural language processing, image generation, and automation.

Completed various online courses and tutorials from platforms like Coursera, edX, and OpenAI.

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**MatrixSprint ERP** - An all-in-one business management software with apps for CRM, ERP, accounting, inventory, HR, e-commerce, and more, designed to streamline business operations.

## LANGUAGES

English (United Kingdom)

Twi (Local Ghanaian dialect)