

# NANA T. BAFFOUR - AWUAH

WRITER | STRATEGIST | CONSULTANT

+1 845.214.8713 | [ntbaffourawuah@gmail.com](mailto:ntbaffourawuah@gmail.com) | [www.whatnanawrote.com](http://www.whatnanawrote.com) | Brooklyn, NY

## PROFESSIONAL PROFILE

---

Versatile writer, seasoned strategist, certified content designer. Curious, creative and courageous problem-solver with knack for turning data into storytelling that sticks. Consultant with 10+ years of experience solving brand challenges for clients across various industries, from toothpaste to tech.

## KEY COMPETENCIES

---

- Verbal Strategy
- Brand Voice
- Copywriting
- UX Writing
- Audience Messaging
- Brand Positioning
- Qualitative Research
- Insight Synthesis
- Focus Group Moderation

## WORK EXPERIENCE

---

JONES KNOWLES RITCHIE, NEW YORK (CONTRACT). DECEMBER 2023 – MARCH 2024

### DIRECTOR, VERBAL STRATEGY

- Led the verbal strategy revamp for a major tech company; developed and defined the voice framework, tone guidelines, and overall verbal identity for the parent brand (confidential client).
- Partnered with strategy, design, and client leadership to craft messaging and copy—including, boilerplate copy, CTAs, and sizzle scripts to bring the new brand identity to life.

SIEGEL + GALE, NEW YORK. NOVEMBER 2022 - OCTOBER 2023

### ASSOCIATE DIRECTOR, BRAND COMMUNICATION (Verbal Strategy & Writing)

- Co-led the practice of five writers, partnering with senior directors to outline the vision and goals for the department.
- Collaborated with cross-functional teams (accounts, strategy, design) to pitch and win business in excess of \$200,000.
- Managed and mentored 2 team members, coaching them in strategic thinking, writing and presentation skills.
- Elevated strategy into powerful messaging—website copy, narratives, voice guidelines and communication toolkits.
- Amplified the firm's thought leadership by creating high-engagement content for industry publications and social media.
- Boosted efficiency and collaboration by building a knowledge management system to house the department's work.

KEY CLIENTS: Latham & Watkins, JDRF, American Red Cross, Entriva, BMS, 3M

CONSUMER DYNAMICS, NEW YORK. 2017 - 2022

### ASSOCIATE DIRECTOR (Insights, Strategy & Innovation), DECEMBER 2021 - NOVEMBER 2022

- Led and managed projects for Fortune 500 brands averaging \$100,000 per engagement.
- Independently designed and facilitated research sessions and workshops involving various participant types (e.g., general population consumers, specialized industry professionals, and client teams).
- Collaborated with senior leadership as a thought partner, from proposal development through final deliverables.
- Bridged communication across clients and project teams, serving as primary point of contact.
- Empowered junior strategists to own and optimize their growth by designing a goal tracking template.
- Championed empathy as a tool for crafting consumer profiles, positioning concepts, product ideas, and messaging.

### SENIOR STRATEGIST, JULY 2019 - DECEMBER 2021

- Accelerated project timelines by creating client-facing materials even for internal reviews; drafting preliminary versions of insights decks, discussion guides, and research stimuli.
- Developed content and copy for company's digital channels, including the company blog and LinkedIn page.

**STRATEGIST, FEBRUARY 2017 - JUNE 2019**

- Built the company’s first recruiter database, ramping up efficiency and consistency of good recruits.
- Optimized project delivery by staying ahead of logistics such as recruiting screeners, workshop templates, trademark searches and budget reviews.

KEY CLIENTS: Rich’s, Colgate, Suavitel, Philips, Abbott, Alcon, Craft Brew Alliance, Firstleaf, Carrier, Keurig, Softsoap, iRobot, Medtronic, LVMH, and WW (formerly Weight Watchers)

ADOPTIVE, NEW YORK. SEPTEMBER 2014 - SEPTEMBER 2016

**STRATEGIST (Content Strategy & Brand Experience)**

- Conducted initial touchpoint audits and competitive analyses to help ground marketing strategy.
- Interviewed stakeholders and translated learnings into customer-friendly content.

KEY CLIENTS: Yale Medicine, Clean Program

REELAFRICAN, NEW YORK. SEPTEMBER - DECEMBER 2013

**DIGITAL MARKETING INTERN**

- Increased Facebook following by 200% by pursuing audience leads while experimenting with engagement tactics.
- Boosted audience engagement by utilizing industry best practices (SEO copy, bold visuals, HootSuite, etc.) and creating culturally relevant copy and content.

PEANUT BUTTER & CO., NEW YORK. JUNE - SEPTEMBER 2013

**MARKETING & PR INTERN**

- Represented the company at events and trade shows (e.g., Fancy Food Show).
- Researched and presented two capstone projects (Crisis Communication Plan and IP Registration Plan) to senior leadership.

VODAFONE GHANA, ACCRA. JANUARY - FEBRUARY 2013

**MARKETING & RESEARCH INTERN**

- Equipped project leads with learnings on market climate from in-field research. Worked specifically on the relaunch of the eTopUp service (talk-time recharge).

VASSAR COLLEGE – OFFICE OF COMMUNICATIONS, POUGHKEEPSIE. JUNE - SEPTEMBER 2012

**EDITORIAL ASSISTANT**

- Wrote articles for the Vassar Alumni Hub, conducting research and interviews to create rich, engaging content on the college’s happenings and history (readership of 30,000).

**SELECTED PUBLICATIONS**

- “Drag Up Your Brand” *Campaign US, 2023*
- “Empathy, AI, and the Future of Qualitative” *Quirk’s, 2019*
- “Brands in Politics” *Brand Quarterly, 2017*
- “What Adele Can Teach Your Business About Content Marketing” *Digital Doughnut, 2016*

**EDUCATION & CERTIFICATIONS**

- |   |                                  |
|---|----------------------------------|
| • BACHELOR OF ARTS (B.A.) IN PSYCHOLOGY, 2014                     | Vassar College, Poughkeepsie, NY |
| • Microcopy & UX Writing: The Complete Course Certification, 2024 | Udemy                            |
| • SEO Course Certification, 2024                                  | HubSpot                          |

**VOLUNTEERING**

- Founder & Director, Baffour-Awuah Memorial Fund. January 2020 - Present
- Board of Directors, Vassar College Alumni Board. May 2017 - June 2019

**OTHER LANGUAGES**

- Spanish (elementary proficiency); Twi, Fante (bilingual proficiency)