

CURRICULUM VITAE

Fortune Tella

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- **Research Interests:** Crisis communication management, crisis communication and social media engagement, ethical issues in social media research, corporate social responsibility influence on corporate reputation and internal communication management.
 - **Educational Philosophy:** I hold the view that it is my duty as a teacher to have high expectations of my students. I must ensure that I add value to their classroom experiences in ways that enable my students attain positive outcomes in their pursuit of academic and career goals.
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EDUCATIONAL HISTORY

- University of South Africa, South Africa
PhD in Communication Science (Candidate).
- University of Ghana, Legon: *August 2003 to July 2004*
Master of Arts (M.A) in Communication Studies.
- University of Ghana, Legon: *August 2002 to June 2003*
Graduate Diploma in Communication Studies.
- University of Ghana, Legon: *September 1997 to June 2000*
Bachelor of Arts (Hons.) in English and Theatre Arts.

UNIVERSITY TEACHING EXPERIENCE

September 2010 to July 2020

Lecturer: *Christian Service University College, Kumasi*

SAMPLE COURSES TAUGHT

- *Writing and Practice in Public Relations*

This course is designed to expose students to all forms of writing for public relations. The aim of the course is for students to develop the writing and editing skills required to succeed in a public relations career.

- *Theory and Practice in Public Relations*

The course explores key public relations theories and the impact of the theories on contemporary public relations practice. The aim is to enable students understand public relations theories and practices that inform public relations techniques.

- *Integrated Marketing Communications*

The course provides an integrative approach to the study of the promotion mix including advertising, publicity, public relations, sales promotion and personal selling. The aim of the course is to enable students choose a marketing communications mix to achieve communications objectives.

- *Account Planning in Advertising*

The course focuses on the role of the account planner in advertising. The aim of the course is to equip students with techniques, account planning methods and insights required to create persuasive advertising.

- *Introduction to Electronic Media*

This course introduces students to the history, structure, types and functions of the electronic media. It aims at exposing students to the characteristics and concepts of the electronic media.

SUPERVISION OF STUDENT RESEARCH PROJECT

- Supervised several student research projects

UNIVERSITY COMMUNITY SERVICE

- September 2011 – September 2013

Member, Fundraising Committee,
CSUC.

RESEARCH EXPERIENCE

Published research papers

- Tella, F., Suraya, A., Bonsu, M.A. & Anani-Bossman, A.A. 2020. Crisis Communication and Ghana's Financial Sector. *Covenant Journal of Communication*, (CJOC), Vol. 7 (1). pp 53 – 83.
- Tella, F., Opoku, B. & Abayie, H. 2018. Press coverage of Corporate Social Responsibility Performance in Ghana. *Covenant Journal of Communication*, (CJOC), Vol. 5 (1). pp 22 – 39.
- Anani-Bossman, A.A. & Tella, F. 2017. The use of research by public relations practitioners: A study of selected organisations in Ghana. *Communicare: Journal for Communication Sciences in Southern Africa*, Vol 36 (2). pp 55 - 74.
- White, P., Tella, F. & Ampofo, M.D. 2016. A missional study of the use of social media (Facebook) by some Ghanaian Pentecostal Pastors. *Koers – Bulletin for Christian Scholarship*, 81(2). pp 1- 8.
- Tella, F., Yarhands, A.D., Owusu-Sarkodie, D. & Asuamah, A.Y. 2016. Facebook Usage: A study of patronage motivations of students of the Christian Service University College, Kumasi – Ghana. *Cass Journal of Art and Humanities (JAH)*, Vol. 3, No 1, pp 58-88.

Book Chapter

- Tella, F. 2021. Ethical issues in social media research. In Du Plessis, C & Abdool – Satar (eds.) *Introduction to Social Media Research: Theory and Application*. Juta: Lansdowne

Research Interests:

- Crisis communication management
- Crisis communication and social media engagement,
- Ethical issues in social media research
- Corporate social responsibility influence on corporate reputation
- Marketing public relations

SELECTED WORKSHOPS AND CONFERENCES ATTENDED:

October 2021	Trends in Media and Communication Conference organised virtually by the School of Communication Studies, University of Ghana, Legon
July 2021	“The New Live Engagement Program: Virtual is Here to Stay,” Webinar organized by the Institute of Public Relations, USA
June 2021	Making Communication accessible by Design Webinar organized by the Institute of Public Relations, USA
November 2020	Office of Grants and Research (OGR), KNUST Seminar series organised by OGR at the IDL Conference Room
October 2020	Grants proposal writing organised by the OGR, KNUST at the IDL Conference Room
May 29, 2017	Emerging issues in Crisis communication, Labadi Beach Hotel, Accra.
March 25, 2015	Research Communication Durbar - Organized by College of Health Sciences, KNUST at the Anita Hotel, Ejisu.
September 2 -3, 2013	Capacity Enhancement workshop organized by CSUC.
August 20 – 21, 2013	Research skills for effective teaching- Workshop organized by the Kwame Nkrumah University of Science and Technology (KNUST).

CORPORATE WORLD EXPERIENCE

October 2008 to September 2010:

Communications Consultant: *African Connections Ghana Ltd, Accra.*

African Connections Ghana Ltd. (AC) is an international business and economic development consultancy firm specialized in the promotion of rural economic development, international trade, agribusiness, conference and events management and logistics support services.

Responsibilities include (but not limited to):

- Preparing, coordinating and executing AC's communication and corporate social responsibility plans and strategy on various client projects and services.
- Arranging and managing AC's media relations activities.
- Conceptualizing and managing website content.
- Liaising with government agencies in various sectors of the economy for the provision of information necessary for the implementation of AC's projects and services.
- Organising, managing and coordinating conferences and exhibitions.
- Advising management on business development opportunities.

January 2008 to April 2008:

Corporate Accounts Executive: *Broadband Home Ltd. (BBH).*

Broadband Home Ltd. is a telecommunications company providing broadband wireless Internet service under the brand name *Zipnet*.

Responsibilities included:

- Directing sales and accounts management of corporate customers.
- Assessing needs of corporate clients and recommending solutions.
- Negotiating and implementing pricing for corporate clients.
- Providing presentations on BBH products and services to corporate clients and identifiable groups.

March 2007 to January 2008:

MANAGER, *Marketing & Business Development: Broadband Home Ltd. (BBH).*

Responsibilities included:

- Driving projects across sales, customer service and technical departments.
- Developing and maintaining profitable long-term business relationships.
- Developing and executing strategic marketing plans, initiatives and innovations.
- Preparing BBH's communication strategy and coordinating its implementation.
- Enhancing and increasing the visibility of the Zipnet brand.
- In-charge of all media activities and conducting competitor analyses.
- Developing and implementing business development initiatives.

March 2006 to March 2007:

ASSISTANT MANAGER, *Marketing & Business Development: Broadband Home Ltd (BBH)*

Responsibilities included:

- Assisting in developing strategic business plans for various segments of the target market.
- Engaging customers as product expert to establish relationships and gain market insights.
- Developing market plans and overseeing the management of the BBH brand.
- Responsible for relationship management with the media, advertising agencies and other marketing outfits.
- In-charge of market research and conducting competitor analysis of players in the internet industry.

February 2005 to February 2006:

WEB EDITOR: *Onetouch Services - Vodafone*

Onetouch Services now known as Vodafone was the mobile telephone arm of Ghana Telecom.

Responsibilities included:

- Managing, writing and updating the Onetouch website with success stories.
- Assisting with spot sales drive.
- Assisting in marketing campaigns.

July 2004 to August 2004:

INTERNSHIP: *AP Lintas Ghana Limited*

AP Lintas is one of the leading advertising agencies in Ghana providing marketing communications solutions to many companies in Ghana.

Responsibilities included:

- Helping in planning and executing advertising campaigns for clients such as Ghana Telecom and Unilever.
- Preparing competitive advertising analyses for clients such as Ghana Telecom and Unilever.

July 2003 to September 2003:

INTERNSHIP: *Primetime Limited*

Primetime Ltd. is an advertising agency specialising in Direct Communications Contact (**D.C.C.**).

Responsibility was:

- Helping in the media planning of various communications campaigns.

November 2000 to August 2001:

NATIONAL SERVICE: *Bawku Secondary School, Bawku*

Responsibilities included:

- Preparing lesson plans and teaching English Language and Literature - in- English to broad diversity of students of all ability levels in SSS1, SSS2 and SSS3.

SKILLS AND ABILITIES

Writing Skills:

- Experienced in writing creative copies for brochure, leaflet, poster and other communication materials.
- Proficient in writing proposals, features, research papers etc.

Communication Skills:

- Experienced in one-on-one interactions and product/service presentations to groups.
- Experienced in the interpretation and delivery of information.

Computer Application skills:

- Proficient in *Microsoft Office Suite, Content Management System (CMS), Adobe Photoshop, VoS Viewer, and Internet applications.*

LANGUAGES COMPETENCIES

- English
- Twi
- Hausa

REFERENCES

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