

SHARON AKRONG

Communications Specialist

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PROFILE

Communications specialist with 3+ years of experience in internal and external communications, strategic messaging, digital content management, and campaign execution. I write and manage content across channels, including executive communications, press materials, website copy, email campaigns, and social media. My experience includes stakeholder-facing communications, media support, content planning, and performance reporting, with a strong focus on clarity, consistency, and audience engagement.

SKILLS & TOOLS

Communications: Internal and external communications, strategic messaging, stakeholder engagement, press and media relations, executive communications, narrative development, corporate and brand voice

Digital Communications: Website content management (WordPress), email campaigns (Mailchimp), social media strategy and scheduling (Hootsuite, Buffer), content calendars, digital asset coordination

Content & Copywriting: Long and short-form writing, editorial planning, copyediting, newsletters, blog content, social media copy, audience-tailored messaging across channels

Design & Visual Content: Adobe Photoshop, Illustrator, Canva, brand identity systems, presentation design, graphics and banners for digital channels, short-form video (iMovie, Adobe Rush)

Analytics & Reporting: Google Analytics, social media insights, email campaign metrics (open rates, CTR), campaign performance reporting, A/B testing

Campaign Management: Google Ads (Search, Display), Meta Ads, inbound lead generation, paid media budget management, integrated campaign planning

Languages: English (native), Dutch (conversational)

EXPERIENCE

Founder & Creative Lead | The Lustre Co. | 2023 – Present

Independent creative studio providing communications strategy, digital content management, and brand development for small and mid-size businesses.

- Develop messaging strategies and brand voice guidelines to ensure consistent communication across web, email, social media, and print.
- Write, edit, and publish website content in WordPress, maintaining accuracy, tone, and brand consistency across client platforms.
- Develop and optimize email communications, including newsletters, launches, and event invitations, using audience segmentation and performance insights.
- Create campaign content and communication materials for B2B and B2C audiences, including website copy, press materials, and digital messaging assets.
- Delivered an integrated campaign across paid search, social, and email that increased qualified inbound leads by 25% in three months.
- Manage client communication and stakeholder coordination across multiple projects, aligning timelines, scope, and delivery.

Freelance Communications Consultant | Self-Employed | 2021 – 2023

Provided independent communications and branding support to small businesses and creative professionals across multiple industries.

- Developed social media and brand messaging strategies for small businesses and creative professionals.

- Created written and visual content for social media, marketing materials, and brand communications.
- Managed multiple client projects independently, ensuring timely delivery and consistent communication outputs.

Communications Officer | National Petroleum Authority (NPA), Ghana | 2020 – 2021

National service role supporting communications for Ghana's downstream petroleum regulator.

- Drafted press releases, speeches, executive talking points, and stakeholder briefings for senior leadership, translating complex regulatory and policy topics for media, government, and industry audiences.
- Managed external communications, including media relations, press inquiries, and proactive story placement to strengthen public reputation and industry credibility.
- Supported internal communications by drafting staff updates, policy announcements, and leadership messages to keep employees aligned on organizational priorities.
- Managed website and social media content, maintaining publishing schedules and editorial consistency across channels.
- Developed content strategies for professional and technical audiences to strengthen visibility and trust among key stakeholders.
- Led communications planning for high-profile events, including industry forums, ministerial visits, and press conferences, coordinating messaging, materials, and post-event coverage.

Creative Photographer & Brand Visual Strategist | Coreline Creative | 2023 – Present

Creative studio focused on brand-driven portrait photography and visual storytelling for creatives and professionals.

- Produce brand-aligned visual content for digital platforms, supporting clients' professional positioning and online presence.
- Manage client projects from briefing through delivery, ensuring clear communication and consistent execution.

Platform Team Member (Communications & Strategy) | Youth Peace Summit (YPS), The Hague | 2025 – Present

Selected as part of a 5-member Platform Team responsible for shaping the long-term strategy and direction of the Youth Peace Summit.

- Contribute to strategic discussions on communication, programming, and long-term positioning for the summit.
- Support communication strategies that align stakeholders, participants, and partners across regions and sectors.
- Collaborate across teams to align messaging, content, and execution across workstreams.
- Contribute to documentation, reporting, and internal communication processes that support decision-making and strategic clarity.

Volunteer | Youth Peace Summit (YPS), The Hague | 2025

Supported summit operations and communication activities during the execution of a large-scale international youth event.

- Assisted with participant coordination, ensuring smooth movement between sessions and overall event flow.
- Supported communication across teams by relaying information and helping maintain alignment during live event execution.
- Contributed to participant experience by providing guidance, answering inquiries, and supporting session logistics.
- Assisted with operational tasks including materials preparation, session setup, and on-site coordination.
- Responded to real-time challenges during the event, supporting problem-solving and maintaining a smooth experience for attendees.

Communications Intern | L'aine Services Limited | 2019

- Wrote and distributed newsletters, blog posts, and social media content as part of the company's communications and marketing strategy, growing email readership by 15% through sharper messaging and audience-targeted subject lines.
- Supported internal communications by preparing meeting summaries, project updates, and teamfacing documentation that kept cross-functional teams aligned on campaign timelines and deliverables.
- Assisted with website content updates, social media scheduling, and marketing outreach, ensuring published materials were accurate, on time, and consistent with brand guidelines.
- Researched competitor messaging, positioning, and marketing channels to identify gaps and inform the team's communications and go-to-market approach, contributing directly to how the company positioned its services to prospective clients.

EDUCATION

MA International Communication Management

The Hague University of Applied Sciences (THUAS) | Graduated July 2025

BA Communication Design

Kwame Nkrumah University of Science and Technology (KNUST), Ghana | Graduated August 2020