

GREG AMPONSAH

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357 Tourmaline Crescent,
Ottawa ON

PROFESSIONAL SUMMARY

Digital Media Specialist with over 10 years of experience in content publishing, e-commerce, and digital media. Skilled in CMS management, web publishing, and asset workflow organization with proven success in creating seamless customer journeys. Strong background in photography, web design, and QA testing, complemented by technical expertise and a customer-centric approach. Adept at collaborating with cross-functional teams to ensure accuracy, timeliness, and brand consistency across digital channels.

EXPERIENCE

Digital Content Specialist / E-Commerce Coordinator

Stacey Martin Lifestyle — Ottawa, ON | December 2021 – Present

- Uploaded and managed product content, copy, and imagery across e-commerce platforms.
- Coordinated with marketing and creative teams to align content publication with campaign schedules.
- Maintained CMS updates, including banners, translations, and seasonal priorities.
- Conducted live site audits to identify broken links, spelling errors, and attribute inconsistencies.
- Logged and tracked IT tickets, partnering with internal and external developers to resolve technical site issues.
- Performed ongoing competitor analysis, benchmarking merchandising tactics and user experience flows.
- Executed in-house photography for product pages and editorial features.

Content Coordinator / Web Publisher

House of Wellness — Ottawa, ON | April 2025 – August 2025

- Managed and published digital content across website, mobile, and digital applications using CMS tools.
- Organized and maintained digital asset libraries for streamlined reusability.

- Designed and updated customer journeys to support seasonal promotions and strategic launches.
- Briefed asset requirements to internal teams, ensuring timely campaign execution.
- Photographed product and editorial imagery, optimizing for digital channels.

Technical Expert

Apple Inc. (Bayshore Retail Store) — Ottawa, ON | November 2018 – Present

- Troubleshoot hardware and software issues for customers at the Genius Bar, delivering timely repair and support solutions.
- Manage customer experience through queue scheduling and accurate service updates.
- Provide upgrade advice and product solutions, supporting sales and satisfaction goals.
- Consistently achieve above average customer review scores for exceptional service delivery.

Media Developer

Freshh Anderson Inc. — Ottawa, ON | 2009 – Present

- Capture photography and videography content for corporate clients, both studio and location-based.
- Develop responsive websites and maintain domain/hosting services.
- Create branding packages including logos, graphics, and visual identities.
- Build and support multimedia projects within macOS and iOS ecosystems.

EDUCATION

Interactive Multimedia (Post-Graduate Certificate)

Algonquin College (2008 – 2009)

Specialization in web design, graphic design, photography and film production.

Computer Science (Bachelor of Arts)

Carleton University (2003 – 2005)

Specialization in web design, graphic design, photography and film production.

SKILLS

- Proficient in Adobe Creative Suite: Photoshop, Illustrator, Lightroom.
- Experienced with CMS systems (WordPress, Shopify, Squarespace, Wix).
- HTML / CSS coding for site customization.
- Strong communication, organizational, and cross-team collaboration skills.