ISHMAEL MARTEY

Communications and Legal Professional

PROFILE

A reliable corporate communications professional with cross-sector experience in brand positioning, digital communications, storytelling, stakeholder engagement, journalism, and law. I am a forward thinker who loves to anticipate and position for the future. Over the years, I have consulted for brands in different industries, including mining, sports, fast-moving consumer goods (FMCGs), and para-religious organizations. Through a dynamic, proactive, and strategic approach to work, I have collaborated to deliver excellent value to these stakeholders and more. I seek a role that would enable me to utilize my skills and experiences to deliver value to your brand and position the organization as the business that prioritizes the ever-changing needs of stakeholders.

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VOLUNTEER ACTIVITIES

- PR Digital Lead - British Ghanaian Lawyers Union
- Lead Facilitator for Sprout, a digital and PR training workshop for students (2019)
- Digital Communications Representative TEDx Afariwaa (2016 & 2018)
- Production Assistant - BBC World Debate on Ebola (2015)
- Member, Editorial Team, Akuffo Hall, University of Ghana (2014/2015)
- Member, ENACTUS (University of Ghana) (2012)

WORK EXPERIENCE

COMMUNICATIONS CONSULTANT - FOUR EIGHT COMMUNICATIONS JANUARY 2017 TO DATE

Media Relations Management

- Led media engagement strategies for over 10 mining and industrial sector clients, delivering 40+ media engagement and strategy sessions to strengthen journalist relationships and improve public understanding of sector issues, including for WAMPEX, FLSmidth, and the Ghana Chamber of Mines.
- Researched, drafted, and reviewed public communications—including press releases, fact sheets, and reports—translating mining sector information into clear materials for public and media audiences for WAMPEX, FLSmidth, and Newmont Africa.
- Led media monitoring and issue tracking for clients including Newmont Africa and Rand Refinery's Ghana representative, analysing media coverage and trends to guide communications on mining sector issues.
- Developed clear and concise presentations and messaging for business leaders and executives, adapting technical mining sector information for non-technical audiences.

Digital Media Management

- Led a team of five in the planning, coordination, and on-the-ground execution of digital media strategy for WAMPEX and the Ghana Mining and Energy Summit, overseeing task delegation and delivery across event promotion, content, and stakeholder logistics.
- Also contributed to the Ghana Mining Awards and Ghana Mining Industry Marketing Expo.
- Advised clients on budget allocation and resource prioritization across media engagement campaigns, digital strategy, and event sponsorships, informing spend decisions for multi-stakeholder initiatives.
- Authored website articles and blog content and recommended website design improvements, ensuring content was clear, audience-focused, and aligned with organizational objectives.
- Led analysis of audience and consumer behaviour data to inform and plan targeted campaigns, including Hepatitis C awareness, ensuring strategies met client objectives and maximized outreach effectiveness.

Stakeholder Engagement

- Develop and implement stakeholder engagement strategies for organisations to build relationships and foster transparent, respectful, and mutually beneficial engagements.
- Develop a stakeholder database and mapping to determine stakeholder interests and needs.

LEGAL INTERN - K-APP LAW, ACCRA DECEMBER 2024 - PRESENT

- Conduct legal research and draft briefs on Competition Law and Consumer Protection Law within the ECOWAS sub-region, focusing on market integration and cross-border regulation.
- Support the planning and execution of legal webinars, including topic development, speaker coordination, and content moderation.
- Participate in the design and facilitation of community legal clinics, delivering simplified legal education to underserved groups.

SKILLS

- **Team Leadership** – proven ability to lead and manage teams across newsroom and project-based environments, including formal supervision and performance reviews
- **Highly Adaptable** – I am pragmatic and able to easily adapt to unexpected circumstances with ease and also identify possible opportunities from these setbacks
- **Highly Resilient** – I am able to bounce back from disappointment and set-backs
- **Good Team Player**

HOBBIES

- Sports pundit
- Soccer
- Tennis
- Swimming

COMMUNICATIONS ASSOCIATE - REACH FOR CHANGE AFRICA AUGUST 2016 - JANUARY 2017

- Drafted stories, blogs, and supported conferences and events organizations (both off-line and online) to improve brand awareness and visibility.
- Frequently monitor media reports and stories to guide our communications approach.
- Managed internal communications, including production and management of print and electronic newsletters.
- Authored press releases and communications materials to share vital information and promote the intended message.
- Managed social media accounts by creating content, driving engagement, monitoring activities, and researching trends.

COMMUNICATIONS AND EXTERNAL RELATIONS OFFICER - NEWMONT GHANA GOLD LIMITED SEPTEMBER 2015 - AUGUST 2016

- Assisted in the planning, coordination, and execution of strategic internal and external events, including stakeholder forums, mine tours, town halls, mining conferences, and employee engagements.
- Drafted and distributed external communication materials, including media monitoring reports, website articles, presentations, and newsletters.
- Provided support in the development of internal communication materials, including announcements, business updates, surveys and presentations.
- Produced and managed the internal and external stakeholders' database.
- Engaged with external stakeholders (media) to drive business stories, adverts, and other publications.
- Aided in digital communications; photography, videography and social media management.

BROADCAST JOURNALIST, RADIO UNIVERS APRIL 2012 TO AUGUST 2015

- Directly supervised a newsroom team of 3–5 junior reporters and production assistants, including performance reviews, task delegation, and mentoring on reporting and on-air standards.
- Led weekly newsroom planning and strategy sessions, setting editorial direction and coverage priorities for the team.
- Produced documentaries and news stories for on-air broadcast.
- Developed website articles and features for the news website.
- Anchored and produced student-focused shows on the radio.
- Developed strategic content for social media handles.

EDUCATIONAL BACKGROUND

- Professional Law Course, Ghana School of Law – (2024-2026)
- Bachelor of Law (LLB), UPSA – (2021-2024)
- Bachelor of Arts Degree, Sociology and Linguistics, University of Ghana – (2011-2015)

REFERENCES

- Samuel Osei – Communications & External Relations Manager, Newmont Ghana Gold Ltd – Ahafo Mine and Ahafo North Project
- Rosaline Nutsugah – Managing Consultant – Lindiwe Corporate Services