

Samara Ekuia Krantema Addo

West Africa ■ +233-507609399 ■ ekuuaddo74@gmail.com ■ LinkedIn: Samara Ekuia Krantema Addo ■
Instagram: @liveekuaaddo

PROFILE

I am a fashion enthusiast committed to developing a unifying design narrative for Africa and her diaspora. I am the Founder and Creative Director for Ekuuaddo, a pluricultural fabric company that makes ready-to-wear and custom made garments inspired by artefacts and cultural elements from the Caribbean, Colombia, and Africa. I look forward to maintaining a brand that is both environmentally sustainable and a testament to the power of upcycling.

WORK EXPERIENCE

12/2018 – present

FOUNDER & CREATIVE DIRECTOR EKUUADDO LTD

(A pluricultural fabric company inspired by Pre-Columbian and African arts & artefacts)

Successfully created and operationalized two brands-**Ekuuaddo & Ekuuaddo Basics to serve a two-tier target base made up of Ghanaians, expatriates, and the African diaspora**

Serving as the Creative lead on all events: **Intra-African Trade Fair (CANEX), Sankalp West Africa Summit, London Fashion Week, Accra Mall Fashion Fund**

Developing strategic plans and supervising the overall go-to-market strategies of all upcoming collection pieces and garments

Serving as the production lead for creating and stocking up all garments and accessories.

06/2017 – 08/2018

PERSONAL ASSISTANT / ACCOUNT MANAGER RLUI / BLUE MAE

Worked as the personal assistant to the owner

Managed the shop and served as a customer service assistant

Served as the project manager for brand related activities-Collection Photoshoots

Worked as quality control officer for all garments produced

Sourced fabric and materials for the business

Served as the fitting expert

EDUCATION

09/2014 – 04/2021

Ghana

FASHION | B.A FASHION DESIGN RADFORD UNIVERSITY

Dissertation: Inspirations from arts and artefacts from the Taino Tribe

10/2009 – 04/2011

Colombia

EL DIPLOMA DE BACHILLER ACADEMICO (HIGH SCHOOL CERTIFICATE) INSTITUTO TRIANGULO

SKILLS

- DEVELOPMENT SKILLS

Strategic Planning & Conceptualization



Sewing & Crafting



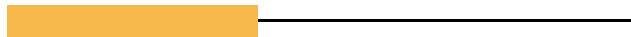
Pattern Making



Canva, Adobe Illustrator & Photoshop



Tech Pack development



- SOFT SKILLS

English & Spanish Proficiency



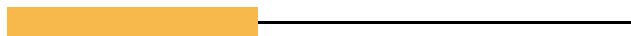
Interpersonal relationships



Problem Solving



Business Development



Creative / Art Direction



Knowledge in Textiles



Project Management



Illustration



Analytical skills



Time Management



Advocacy



Team Work



ACHIEVEMENTS

Selected to represent Ghana at the British Council and Creative DNA-sponsored **London Fashion Week 2023**

Selected by the British Council to represent Ghana at the **2023 Intra-African Trade Fair (IATF) / Creative African Nexus (CANEX)**

VOLUNTEERING

09/2018 – 08/2019

Traffic Assistant GHANA POLICE SERVICE (National Service)

Worked as a daily traffic assistant at the Tema-Sakumono police precinct.

Provided security support during events overseen by the police precinct.

07/2015 – 10/2015

Administrative Assistant EMBASSY OF COLOMBIA IN GHANA (Internship)

Worked as a secretarial assistant, developed reports, and managed inbound and outbound calls.

11/2015 – 11/2015

Project Worker STUDIO 189 (Voluntary Work)

Worked as an inventory manager

VOLUNTEERING

11/2015 – 11/2015

Customer Service Representative ETHICAL FASHION POP-UP SHOP (Voluntary Work)

Received calls and provided information on all inbound traffic

11/2015 – 12/2015

Sales & Marketing Assistant • WANJO FOODS (Voluntary Work)

Sold Wanjo products at different bazaars and pop-up markets