**AKINBINU, ADEOLA MARY**

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**OBJECTIVE**

To contribute to your organisation’s success through demonstration of exceptional qualities and skills that will enhance efficiency and productivity.

**PERSONAL PROFILE**

* High Integrity and trustworthiness
* Good analytical and reasoning skills
* Good target achievement and customer service orientation
* Team player, high energy and a positive attitude

**EDUCATIONAL QUALIFICATIONS**

**DATE SCHOOLS ATTENDED QUALIFICATIONS**

In View National Open University of Nigeria Master of Business Administration

2014-2015 University of Lagos, Akoka Lagos Master of Science in Industrial/

Organisational Psychology

2008-2012 University of Lagos, Akoka Lagos State BSc Psychology 2nd Class Honors

Lower Div

2001-2007 Goodwill Private School Ikorodu, Lagos State SSCE AND GCE

1995-2001 Bolayemi Nursery and Primary School Ikorodu, First School Leaving Certificate F.S.L.C

Lagos State

**EMPLOYMENT HISTORY**

**Jan 2018 till date Diyola Clothing**

**Position:** Creative Director/ Brand/ Sales Manager

**Accomplishments:** As a creative director, I design and create fashion pieces that connect with people, I work with a team to create beautiful clothing pieces that express the personalities of our clients, thereby increasing sales. I come up with sales strategies and business ideas for increased turnover. I am also, able to use social media as a marketing tool to boost sales by creating thrilling contents.

**Jan 2017 - Jan 2018 Design for love**

**Position:** Fashion Stylist/ HR Manager/ CRM

**Accomplishments:** I met and exceeded Sales targets consistently. I was also able to pull in-store traffic. Clients got more comfortable shopping with us because they were always satisfied with the customer services rendered. As a Business Psychologist, I came up with Business development strategies to help push sales for example we worked with some fashion brands, models and cooperate organisations. I worked as an HR manager and my major achievement was initiating a great work environment by ensuring that work spaces were comfortable. I initiated ergonomics in the workplace to ensure safety and comfort hence, increasing performance.

**Sept 2017 – Feb 2018 Kraks Media**

**Position :**  Customer Relationship / Sales Manager (part time)

**Accomplishments :**  As the CRM, I was able to retain old clients and also get new clients through incentives and rebates. My team came up with Business Development ideas that helped us to push sales and meet targets consistently.

**May 2016 - May 2016 Human Capital Partners**

**Position**: Human Resource Assistant (contract staff)

**Accomplishments:** I was able to meet and exceed set target on number of candidates scored. Basically, I managed time appropriately. I also used popular word office such as Microsoft word and Power point to accomplish task.

**Oct 2015 - Feb 2016 Pandora West Africa**

**Position:** Sales Executive

**Accomplishments:** I was recognised as an outstanding sales executive maintaining an effective relationship with clients and exceeding the set target for team profit by 20 percent. I came up with very innovative ideas to yield more sales and maximize profit. I used sales strategies to increase in- store traffic.

**Mar 2013 - Feb 2014 Ministry of Women Affairs and Social Developments, Umuahia, Abia State.**

National Youth Service Corps (NYSC).

**Position:**  Assistant Administrative/HR Manager

**Accomplishments:**  I worked directly with the Permanent Secretary; I was recognised as an exceptional employee because of my ability to multi task. I wrote forwarding letters and proposals on behalf of the Permanent Secretary. I had a very good relationship with my bosses and co-workers, working with them to achieve seamless correspondence between the office of Permanent Secretary and other government agencies. I also organised a humanitarian event for widows in Abia state where the former Governor T.A Orji and his wife, former first lady, Mercy Orji were present. As an efficient HR manager, i successfully initiated training programmes for the employees to help sharpen their skills and ensured a less tensed work environment. I created platforms to enable employees express their concerns, complaints, suggestions and appreciations. These strategies helped to increase work performances.

**Sept 2012 - Feb 2013 Afelatay Oil and Gas, Ogba, Lagos State.**

**Position:** Client Service Representative

**Accomplishments:**  As a client service representative, I demonstrated professional etiquettes which increased customers feedback. I trained new employees on how to handle complaints and requests from clients, also came up with a customers' complaints and feedback technique to manage the system better. I handled complaints by clients professionally, providing possible solutions.

**Dec 2011 3 Nov 2012 Kids and Fun Party Planner, Ikoyi, Lagos State.**

**Position:** Client Service Representative

**Accomplishments:**  Parents entrusted their children in my care. I managed every child well, understanding the different needs of each child. Got positive feedbacks from parents on good behaviours adopted by their kids

**FURTHER TRAINING/COURSES**

Nov 2016 Poise Graduating Finishing Academy (PGFA)

Apr 2014 International English Language Testing System (IELTS)

Feb 2014 National Youth Service Corp (NYSC) certificate

Oct2013 International Strategic Management Institute; Certificate of Certified Membership

Oct 2013 Proficiency Certificate in Strategic Management

March 2013 Skill Acquisition and Entrepreneurship Training

**PUBLICATIONS: THESIS**

**AKINBINU, A. M (2015)**: The Effect of Branding on Consumers’ Buying Behaviour. M.Sc. dissertation submitted to the department of Psychology, University of Lagos.

**AKINBINU, A. M (2012)**: The Relationship between Self- Concept and Social Adjustment of Physically Challenged Individuals within the Lagos metropolis. B.Sc. dissertation submitted to the department of Psychology, University of Lagos.

**REFEREES**

Available on request