

Oluwafunwato Edward

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Lagos
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EXPERIENCE

Betastore Simple market, Lagos— *Reconciliation officer*

December 2021 -August 2023

At BETASTORE NIGERIA LIMITED, a dynamic online platform providing informal retailers with access to an extensive range of Fast-Moving Consumer Goods (FMCG) at wholesale prices, I played a multifaceted role. Collaborating closely with the marketing team, I contributed to expanding our partner and consumer base.

My key responsibilities included:

1. Partnership and Consumer Growth: I actively engaged with the marketing team to attract and onboard new partners and consumers, contributing to the company's expansion and outreach.
2. Reconciliation Expertise: I meticulously handled the reconciliation of payments for goods, ensuring the accurate and timely satisfaction of our valued consumers. This involved a keen eye for detail and financial precision.
3. Efficient Task Management: Utilizing the ClickUp platform, I efficiently assigned tasks and facilitated seamless communication among team members. This streamlined approach was instrumental in driving the company's growth and collaborative efforts.

GONA, Lagos—Sales Marketer

September 2019 - January 2020

As a Sales Marketer at GONA, a mobile app specializing in mobile payment solutions for merchants and consumers, I undertook the pivotal responsibility of promoting the app and connecting it with the ideal user base. My role involved designing and executing effective advertising strategies to enhance app visibility and engagement. Furthermore, I proactively identified and targeted consumer segments that aligned with the app's value proposition, facilitating its growth and impact. This experience allowed me to develop a strong skill set in mobile app marketing, consumer segmentation, and user acquisition.

SKILLS

Microsoft Excel
Team Work
Effective Communication
Data Analysis

Certifications

Data Analysis Certificate

<https://simpli-web.app.link/e/EjsIVdE3mEb>

Jobberman Soft-skills Training

<https://eu.docworkspace.com/d/sIInI3uaUAavwiKoG?sa=e1&st=0t>

LANGUAGES

English, Yoruba

Rachtom Nursery and primary school — *Teacher*

January 2018 - November 2018

At Rachtom Schools, I had the rewarding opportunity to serve as a primary school teacher, instructing and nurturing young minds from Class 3 to Class 5.

EDUCATION

University of Ilorin, Ilorin, Nigeria — *BSc. Computer Science*

November 2018 - October 2023