

## ANGELA NKECHINYERE OKAFOR OKOLI

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### CAREER OBJECTIVES

A result-oriented individual with an apt for using effective approaches for problem solving and a penchant for keeping up with current development trends in the sector, desirous to work and add value in an excellence-driven organization that provides an enabling environment for growth and development whilst maintaining best standard practices.

- ♣ Report Writing
- ♣ Digital Marketing
- ♣ Microsoft Word
- ♣ Critical Thinking
- ♣ Excellent Communication Skills
- ♣ Copy Writing
- ♣ Writing & Editing
- ♣ Time Management
- ♣ Market Research
- ♣ Excellent Decision-Making Skills
- ♣ Excellent Problem-Solving Skills
- ♣ Leadership & Team Building

### CORE COMPETENCIES

### EDUCATIONAL QUALIFICATIONS

Nnamdi Azikiwe University, Awka, Anambra State

- ♣ B.Sc Estate Management 2010 - 2017.

### WORK EXPERIENCES

**Employer:** Angelwrites

**Position:** Copywriter and Content Creator

**Duration:** April 2023 - till date

**Responsibilities:**

1. Write engaging and persuasive copy for advertisements, social media posts, blog articles, website content, and other marketing materials.
2. Ensure that the brand's identity is communicated effectively to the target audience.
3. Make research to stay informed about industry trends, competitors, and the target audience's preferences.
4. Create fresh and innovative ideas for campaigns and content that capture the audience's attention.
5. Understand and implement basic SEO principles to ensure that the content ranks well in search engines and attracts organic traffic.
6. Pay attention to detail to eliminate errors and maintain the quality of the content.
7. Create content calendars and schedule to ensure a consistent and timely flow of content on social media platforms.
8. Monitor the performance of content and campaigns, using analytics tools, and providing reports to clients

**Employer: Hycent Tony Electrical And Lighting Store****Position: Manager****Duration: June 2018 - March 2023****Responsibilities:**

- ♣ Ensure that the store maintains adequate stock levels of electrical and lighting products. This includes ordering new products, managing returns, and tracking inventory.
- ♣ Provide excellent customer service by assisting customers with their inquiries, product selection, and addressing any concerns or issues.
- ♣ Develop sales strategies, set targets, and implement promotions or discounts to boost sales and attract customers.
- ♣ Hire, train, and supervise staff members. Schedule shifts, assign tasks, and monitor employee performance.
- ♣ Ensure that the store is visually appealing and products are displayed effectively to attract customers and encourage sales.
- ♣ Manage the store's budget, including expenses, pricing strategies, and revenue goals. Keep track of financial records and report to higher management.

- ♣ Establish and maintain relationships with suppliers and negotiate favorable terms for product procurement.
- ♣ Implement inventory tracking systems to monitor product availability, restocking, and reduce shrinkage or losses.
- ♣ Ensure the store complies with safety regulations and standards for electrical products. Train staff on safety procedures.
- ♣ Address customer complaints and resolve any issues that arise in the store promptly and professionally.
- ♣ Stay informed about industry trends, new products, and competitors to make informed decisions about product offerings and pricing.
- ♣ Oversee the layout and presentation of products in the store to maximize sales and create an inviting shopping environment.
- ♣ Provide regular reports to higher management on sales performance, inventory status, and any other relevant metrics.
- ♣ Implement loss prevention measures to reduce theft and minimize product loss.
- ♣ Stay updated on the latest technology trends related to electrical and lighting products and consider their integration into the store's operations.

#### INTEREST/ACTIVITIES

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- ♣ Writing
- ♣ Reading
- ♣ Teaching

#### REFEREES

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- ♣ Available on request.