

ONWUJEKWE IJEOMA

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Professional Profile

Digital Communications & marketing professional with a 4-year progressive career across both internal and external communications, digital marketing, online sales, customer relations management and online marketing. Offering excellent management and organizational skills to coordinate multiple, concurrent projects. Corporate communicator, copywriter, digital marketer, online sales & marketing specialist, communications specialist, team builder & player and great in sales pitches and PowerPoint presentations.

Core Skills

- Digital Communications
- Digital Marketing
- Corporate Communications
- Marketing Communications
- Content Creation
- Basic Excel
- Social Media Management
- Ecommerce
- Online Sales
- Online Advertising
- Public Speaking
- Sales expertise
- Team Building
- Customer Relations Management
- Microsoft PowerPoint
- Social Media Sales
- Listening skills
- Team Player
- Volunteering

Career Summary

2021- Current Digital Communications & Marketing Lead

Cloud Energy Photoelectric Ltd., Lagos

- Created quarterly digital marketing campaign strategies.
- Managed and collaborated on the resolution of all customer support issues reported on online platforms.
- Created all written content for company media and publication material- social media posts, brochures, catalogues, press releases, sales pitches, web page content etc.,
- Maintain and review content across social media pages.
- Worded company's internal and external communication materials (memos, press releases etc.).
- Collaborated with graphic design team on execution of images and visual content for media messages.
- Led team towards successful execution of company's digital marketing campaigns.
- Optimized and managed sales across e-tail platforms.
- Managed social media sales processes and campaigns.
- Created and managed Google Ad campaigns.
- Created content for company social media pages.
- Ran periodic reports on all digital sales and marketing activities to aid management decision making.

Notable Achievements

- Introduced digital marketing & online sales to company which in turn, boosted overall sales by up to 150%.
- Successfully ran ad campaigns.
- Wrote and designed great PowerPoint presentations used in scoring huge sales deals.

- Successfully created & managed a digital marketing department which could function remotely with minimal supervision.
- Planning of quarterly channel event in which company interacted with partners for the intensification of business relations and to review set goals for the next quarter.

2019- 2021 Social Media Marketing Executive (Cloud Energy Photoelectric Ltd., Lagos)

- Generated content and curated calendar for social media pages.
- Managed enquiries, including customer support enquiries across social media platforms,.
- Ran & managed social media ads.
- Executed sales by transforming leads and enquiries to buying & returning customers.

2019-04 – 2019-09 Customer Service Specialist

American Airsea Cargo Limited (AASC), Lagos.

- Handled customer enquiries and complaints on shipments and packages shipped cross-continent.
- Monitored and managed shipping process from inception to delivery in order to ensure appropriate service delivery.
- Created weekly reports on all shipments to help guide management decision-making and monitoring of shipments.
- Collaborated with all relevant departments to ensure smooth service delivery for the end-user/ customer.

2018-08 - 2019-04 Online Sales Executive/ Customer Service Representative

Beautiphic, Lagos

- Created social media content to drive sales as well as provide information on products and services.
- Managed enquiries and leads generated from social media content.
- Offered friendly and efficient service to customers, and resolved support issues promptly.
- Co-ordinated nationwide delivery of orders placed online.
- Efficiently handled phone-lines and managed enquiries, either closing sales or proffering solutions to customer support issues.

2017-05 - 2018-04 Customer Service Officer (National Youth Service Corps)

Federal Airports Authority of Nigeria (FAAN), Lagos

- Offered customer support to passengers & ensured each passenger was treated with respect, friendliness and courtesy.
- Worked to maintain outstanding attendance record.
- Actively listened to customers, de-escalated confrontations quickly and escalated major issues in promptly to supervisor or relevant agency.
- Monitored airport operations and provided daily reports of all airport activities to supervisor.

Volunteer Activities

2023-Present Slum2School Nigeria (Volunteer-driven organization)

- Partake in outreaches tracking progress of underserved children in rural/ slum communities.

- Project member involved in fundraising program (super-hero project) to help more underserved children get access to quality education.

Education

- B.A. Mass Communication (2016)- University of Nigeria, Nsukka.
- West African Senior School Certificate Examination (WASSCE)
- Digital Marketing & E-commerce Professional Certificate- Google Career Certificates-Coursera (In View)