

ELSIE CHIKODILI UMENZEKWE

VIRTUAL ASSISTANT||EMAIL MARKETING SPECIALIST

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SUMMARY

I'm highly skilled virtual assistant with a passion for email marketing. As a reliable support system, I excel at handling various tasks, including scheduling, email management, research, and document creation. My expertise lies in email marketing and copywriting, and what sets me apart is my ability to create engaging and persuasive content that captures your audience's attention and drives results. I prioritize a client-centric approach, tailoring solutions to meet client's unique needs and goals. With a blend of creativity and strategy, I aim to elevate brands and deliver value to audiences.

EXPERIENCE

Virtual Assistant

First World Hotel

02/2016 - 09/2018 Lagos, Nigeria

First World Hotel is a renowned and expansive hospitality establishment, nestled in the heart of vibrant entertainment and leisure hub.

- Handled online hotel bookings and cancellations.
- Proficiently managed Frequently Asked Questions (FAQs), addressed guest concerns, and provided attentive assistance through diverse communication channels, including email, chat, and phone.
- Assisted with project management, administrative and communication tasks e.g communication that aided the timely achievement of 3 work packages.
- Continuous improvement of services depending on customer requirements.
- Liaised between 20 staff and vendors in resolution of daily administrative and operational issues
- Offered personalized recommendations, making dining reservations, and arranging transportation for guests.
- Email monitoring.

Virtual Assistant

Elmedo Hotel

11/2019 - 05/2021 Asaba, Nigeria

Elmedo Hotel is an esteemed establishment dedicated to redefining the art of hospitality. With a commitment to providing unparalleled comfort and elegance.

- Email monitoring.
- Data entry, scheduling, and managed communication with staff and vendors.
- Increased revenue by delivering relevant content and offers at the right moments to build brand loyalty and drive repeat business.
- Handled online hotel bookings and cancellations.
- Planned and organized inventory with 12 employees.
- Continuous improvement of services depending on customer requirements.

Email Marketing Specialist

Nosh Resource Industry

03/2021 - 03/2022 Asaba, Nigeria

Nosh Resource Industry is a premier company dedicated to producing exceptional, high-quality cassava flour. They supply their product to various states in Nigeria.

- Developed an email marketing strategy that aligns with the overall marketing objectives and sales goals of the resource industry.
- Launched email campaign that brought in roughly 20% in new leads.
- Increased email open rates by 8% and click through rates by 10%
- Managing email subscriber list.
- Maintained a high deliverability rate.

SKILLS

Microsoft word

Mailchimp

Klaviyo

Excel

Powerpoint

Zoom

Zoho

Slack

Google Calendar

Asana

WordPress

Organizational skills

Time management

Creativity

Active Listening

Collaboration

Flexibility

Problem-solving

Detail-oriented

EDUCATION

BAG Agricultural Economics

Michael Okpara University of Agriculture, Umudike

02/2016 - 12/2022