

Miriam Ogboso

Lagos

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+234 701 465 3753

An excellent communicator and self-driven professional with 16 years combined experience in Finance, Public Relations, Media, Customer Service, Creative Writing, and Communications Industry.

Willing to relocate: Anywhere

Personal Details

Date of Birth: 1984-06-25

Industry: Other

Work Experience

Author/ Freelance Writer/Owner

Miainspired Books Nigeria Ltd - Lagos

January 2010 to Present

- . Author of books published.
- . Responsible for all written publications by the company.
- . Creating marketing strategies to increase published book sales.
- . Setting editorial standard for content.
- . Communicating with the client to explicate assignment-related expectations, as required.
- . Informing the client of assignment-related difficulties as they are detected.
- . Ensuring that texts are properly researched.
- . Maintaining originality in the work.
- . Proofreading assignments to detect and correct errors.
- . Submitting completed works via the requisite channels.
- . Liaising with agents, editors and other publishing professionals.
- . Working with designers, photographers and marketing experts.
- . Contributing to publicity work, such as using social media to announce book launches and engage with readers and attending promotional events.

Relationship Manager

CPT Markets - Lagos

February 2023 to August 2023

- On-boarded new clients and introducing brokers.
- Generated and converted leads to active clients.
- Built and maintained strong relationships with prospective and existing clients.
- Researched and pursued new business opportunities.
- Identified clients' needs and requirements and proposed suitable solutions.

- Provided clients with comprehensive product/service consultations and guided their decision-making process.
- Trained existing and new clients on how to trade in the financial market.
- Organized and hosted trainings, seminars, and webinars for new and existing clients.
- Up-sold and cross-sold products/services to clients.
- Resolved complaints and issues efficiently and in a timely manner.
- Met sales/revenue targets.
- Ensured client satisfaction.
- Arranged meetings with new clients.
- Created and enforced plans that will help meet the needs of customers.
- Created strategies and worked to boost company's brand.
- Helped promote and maintained a positive company image.
- Telesales

Sales Account Manager

Capital Markets Trading - Lagos

March 2021 to October 2022

- Generated new sales opportunities by outbound communication by phone, email and other forms of outreach to a large volume of cold and warm leads daily.
- Identified client's needs and suggested appropriate products/services.
- Used an existing network of industry contacts to generate new business in the market.
- Developed and implemented plans to achieve sales targets.
- Built and maintained strong, long-lasting customer relationships.
- Prepared pitches and delivered sales presentations to prospective clients.
- Maintained lead records and activities using CRM.
- Attended client meetings.
- Facilitated in weekly seminars for company by delivering presentations to attendees.
- Managed customer requests, up selling activities.
- Represented and marketed company's products on the radio weekly.
- Completed administrative work, as required.

Sales Business Development Officer

Gemini Capital Markets - Lagos

August 2020 to March 2021

- Sourced and generated new business for the company.
- Proposed marketing activities targeted at growing broker's business.
- Undertook continuous market analysis of the competitive environment and consumer trends to ensure the business stays abreast with industry developments.
- Prepared tailor-made proposals to prospective clients.
- Set up meetings or calls between prospective clients and sales executives.
- Delivered top quality customer service and relationship management.
- Developed a strong understanding of both the financial and foreign exchange sectors.
- Maintained lead records and activities using CRM.
- Generated new sales opportunities by outbound communication by phone, email and other forms of outreach to cold and warm leads daily.
- Ensured retention of leads converted.

Monitoring Officer

National Broadcasting Commission - Lagos

April 2015 to January 2018

- Monitored Radio and T.V stations for compliance according to the set rules stipulated in the Nigerian Broadcasting Code.
- Reported breaches of the set rules stipulated in the Nigerian Broadcasting Code as found on stations.
- Logged the programmes aired and hours spent monitoring the stations in the daily monitoring log sheet.
- Calculated the local and foreign content percentage of the stations monitored.
- Analysed the programme schedule of stations at the beginning of every quarter.
- Carried out quarterly Audit at Radio and T.V stations.

Marketer/ Public Relations Consultant

Metrotile Nigeria Limited - Lagos

January 2011 to January 2013

- Developed new publicity strategies and campaigns to sell company's products.
- Edited and updated promotional material and publications.
- Prepared press releases and speeches.
- Served as communication link between junior and senior management team.
- Established positive relationships with media and the public.
- Conducted market research to identify opportunities for promotion and growth
- Organized and attended marketing activities or events to raise brand awareness
- Liaised with stakeholders and vendors to promote success of activities and enhance the company's presence
- Dealt with enquiries from media.
- Organised PR events for the company.
- Managed PR issues for the company.

Programmes Producer/Presenter

Plateau Radio Television Corporation, Jos - Plateau

February 2007 to February 2008

- Produced and co-presented a Radio magazine programme called Corper's Corner.
- Co-presented a Radio programme called French for Beginners.
- Researched materials for programmes content.
- Logged programmes details and scheduled them.
- Solicited for advert sponsorships for programmes.
- Recorded programmes and ensured they aired on time.
- Interviewed people as part of programme content.

Education

Post Graduate Degree in Peace Studies and Conflict Resolution

National Open University of Nigeria - Lagos

September 2023 to Present

Diploma in Computer Science

ECWA International College of Technology - Plateau

January 2007 to December 2007

Bachelor of Arts Degree in Linguistics

University of Lagos - Lagos

September 2001 to November 2006

Skills

- Computer literacy (10+ years)
- CRM (4 years)
- Sales (5 years)
- Marketing (5 years)
- Writing (10+ years)
- Effective communication (10+ years)
- Creativity (10+ years)
- Problem-solving (7 years)

Languages

- English - Native
- French - Intermediate
- German - Beginner

Links

<https://www.linkedin.com/in/miriam-ogboso-3853001b3>

Certifications and Licenses

Nigerian Institute of Management (Chartered)

December 2008 to Present

Proficiency Certificate in Management

Test d'Evaluation de Français (TEF)

July 2023 to July 2025

Compréhension écrite: B1

Compréhension orale: A2

Expression écrite: B1

Expression orale: A2

The Goethe-Zertifikat A2

January 2014 to Present

A2 German Level Language Acquisition

International English Language Testing System

July 2023 to July 2025

IELTS Score: Band 8

Publications

The Pardon

<http://amazon.com/dp/9789777876>

September 2022

Nneoma was raped ten years ago and had been living in an asylum ever since. Femi, a straight-A student studying in London, now lives in the slums of Lagos, Nigeria. Find out how the lives of these three people get intertwined in this dark yet humorous story about hurt, grief, restitution, growth, and hope.

Kiss the Frogs

<http://amazon.com/dp/B0BH33T6MY>

October 2022

A short modern African drama that depicts how daunting the dating scene can be for a woman. It tells a funny, yet relatable moving tale about the heartbreaks Vanessa endures in her quest to find true love. Will she find true love?

My Book of Poems

<http://amazon.com/dp/B0BF361V9W>

September 2022

The poems you are about to read will be described as courageous, witty, and inspiring. Its main characters can be anyone you want them to be; an angry citizen, a silly child, a brave soldier, a lonely heart, or a dreamer.