

Ana Inyang

B.Sc Marketing

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PROFESSIONAL SUMMARY

Ana Inyang is a marketing specialist with practical experience in value creation to businesses. I set up marketing plans, design implementable sales funnels, design marketing and sales training outlines, and implement disruptive business strategies. In an inclusive manner, I help startups create valuable sales offers for a product that sustains steady sales increment. My current focus is on helping entrepreneurs maximize profit by collecting relevant marketing data to make informed business decisions. I am interested in Business Development, Entrepreneurship, Leadership, Project Management, Food-Tech and Social Innovation projects.

KEY SKILLS

- Excellent facilitation/training skills
- Strong Digital skills
- Computer Skills: Microsoft Office (Word, Excel & PowerPoint)
- Interpersonal & Project Management skills
- Operations Management & Team building skills
- Excellent supervisory and Leadership Skills
- Strategic program development, project implementation.
- Business Model Canvas and Value Proposition Map Tool
- Marketing & Media Plan Development
- Strong Business Presentation & Reporting
- Social Media Management & Marketing

RELEVANT PROFESSIONAL MEMBERSHIP

- **National Institute of Marketing of Nigeria (NIMN)** – (In view)

RELEVANT PROFESSIONAL EXPERIENCE

Performance Marketing Executive

April 2023 – Present

Iprospect | Ikeja, Lagos State, Nigeria

Iprospect is a global digital marketing agency that leverages culture, content, data, and technology to connect businesses to new audiences.

- Synergize team implementation, specializing in maximizing value from performance media and delivery of digital strategy for a portfolio of accounts including Budweiser NG, Hennessy, Salonpas, Hero Lager, Trophy Lager, and Glenmorangie.
- Media Planning and Digital Campaign Reporting for clients
- Negotiate with media suppliers to achieve marketing campaigns.
- Interpret performance reports to provide actionable insights and analysis to meet campaign objectives
- Work with a team to amplify and optimize online visibility strategy for Clients.

Digital Marketing Strategist

October 2022 – March 2023

Light Marketing & Advertising Inc. | Gbagada, Lagos State, Nigeria

Light Inc is a marketing agency with a team of professionals who have strong backgrounds in concept development, design, media and strategy that helps brands and businesses grow in the connected world.

- Leading implementation team, specializing in maximizing value in inbound marketing and delivery of digital strategy for a portfolio of accounts including Golden Penny, Bruhm, Debonairs Pizza, Crunchies, Electromart, Bluesquare, and Jewelry by Limah.
- Increased ecommerce sales by 42% within 3 weeks of campaign launch.
- Surpassed video impression target by 6% within 2 weeks of campaign launch.
- Surpassed Facebook page likes target by 23% and Instagram page followers target by 14%.
- Worked with a team to develop content marketing strategy and community management strategy of 4 brands.
- Surpassed social media engagement target by 134% and website traffic target by 75%.
- Negotiated with media suppliers to achieve marketing campaigns.
- Surpassed social media reach by 41% and impression by 34%.
- Increased ecommerce sales leads by 19% within 3 weeks of campaign launch.
- Developed Media Plans and Digital Reports for clients.

Technical Sales Representative

September 2022 – November 2022

Olam-CFM | Oke Arin, Idumota, Lagos Island, Lagos State, Nigeria

Crown Flour Mill (CFM), an Olam Group company is the wheat milling business and the leading Animal feed production company in Nigeria.

- Increased sales leads (FMCG Retailers and Wholesalers) by 40% within 6 weeks of placement.
- Committed a minimum of 220 hours a month to support over 51 Wholesalers and Retailers with technical FMCG Advice.
- Increased sales by 20% within 2 months of placement.
- Built synergy and cordial relationship with 1 Major Distributor and 4 Sub-distributors.

Administrative Assistant

December 2021 – September 2022

Ministry of Economic Planning (NYSC) | Asaba, Delta State, Nigeria

The Ministry of Economic Planning is a Government parastatal responsible for economic development and planning policies of Delta State, Nigeria.

- Efficiently provided Administrative support to the Assistant Director of Administration.
- Accurately collated data, updated and managed staff list and nominal roll.
- Increased the timely Preparation and delivery of memo's, internal circulars and correspondence.
- Developed an easy record and clearance template for assigned corps members.

Apex Executive Professional Studies (Business School)

Training Officer | Remote

December 2021 – March 2023

Apex Executive Professional Studies, formerly known as HIBM (Higher Institute of Business Management) is the leading Professional school in Cross River State, Nigeria.

- Planned and Organized Staff Training
- Designed and Implemented Transition and Onboarding Training Manuals for New Recruit.
- Coordinated and Facilitated Training Sessions for Staff
- Advised, Supervised and Controlled the execution of events.

Marketing Manager & Coordinator | Calabar, Cross River State, Nigeria

January 2020 – December 2021

- Grew Apex market share by 30% within 21 months.
- Managed social media pages, implemented content marketing and social media advertising strategies.
- Recovered 90% of debts incurred from the previous administration and rescued the firm from liquidation.
- Designed and implemented digital marketing strategies, product development and new market entry strategies.
- Provided administrative support and professional membership to a growing 70 students.
- Built synergy and cordial relationship with 4 major affiliated professional bodies.
- Increased leads and growing sales by 45% in 36 weeks.

Sales Canvasser

May 2019 – November 2019

Cambridge University Press | Calabar, Cross River State, Nigeria

Cambridge University Press is an organization that is focused on meeting the needs of learners, authors and customers by bringing research, teaching, learning and assessment together.

- Increased sales by 25% within 6 months.
- Contributed and supported the distribution of educational materials to over 100 schools within the southern senatorial districts of Cross River State.
- Educated school teachers to rethink from limited resources in printed books to unlimited resources in digital books, guides and libraries.

Sales & Marketing Representative

April 2019 - January 2020

Thelsam Ventures | Calabar, Cross River State, Nigeria

Thelsam Ventures is a merchant wholesaler and distributor of educational reading materials and stationeries.

- Increased sales promotion in 60 educational institutions within the first 4 months of placement.
- Committed a minimum of 80 hours a month to support over 15 School Authorities with educational advice & review that ensured in-class best practices.
- Increased sales leads (school authorities) by 20% within 5 weeks of placement.
- Surpassed monthly sales promotion target of 10 schools per month to 15 schools per month within 4 weeks of placement.

RELEVANT VOLUNTEER EXPERIENCE

Head of Marketing

Everian Limited | Calabar, Cross River State, Nigeria

October 2018 - January 2019

Everian Limited is an parent company of Everian marketing agency solely responsible for the development and implementation of profitable business and marketing strategies.

- Built relationships with 5 business managers and helped in developing scalable marketing plans.
- Designed and implemented sales promotion strategies for 3 partners in Calabar metropolis.
- Led a team of 4 to increase leads within 5 weeks.
- Prepared business proposals 2 business clients.
- Facilitated recruitment, selection and training of 10 sales representatives.

FECA Calabar 1

Generation Coordinator | Remote**October 2022 – March 2023**

FECA is a youth led association committed to impacting the lives of the young generation and helping them build good character and strong competence.

- Built relationships with over 600 alumni.
- Provide mentorship and support to the student-led body.
- Coordinate and mobilize Alumni for events.

President | Calabar, Cross River State, Nigeria**October 2018 – December 2020**

- Contributed significantly to the personal development and mentorship of over 300 youths.
- Monitored the weekly activities of 16 sub-units.
- Planned and Coordinated Brainstorming sessions, Executive Council Meetings and Leadership congresses.
- Designed, Organized and Facilitated Leadership Trainings for over 200 youths.
- Supervised and Executed over 400 Impact projects across Calabar Metropolis.
- Built and maintained relationships with over 500 Alumni.

Outreach Coordinator | Calabar, Cross River State, Nigeria**October 2016 – October 2018**

- Contributed significantly to peer-to-peer mentorship of young boys and girls across 20 secondary schools.
- Built relationships with community leaders and implemented a community development project for youths in 5 rural communities.
- Trained 250 young secondary school leavers on leadership, career development, purpose discovery and Vocational skills.
- Worked with a team of 17 persons to organize a Joint School Conference for over 1700 secondary school students in Calabar metropolis.
- Increased the membership of the association to 75% within 7 months.

Project Manager**ENACTUS UNICAL | Calabar, Cross River State, Nigeria****December 2017 – September 2018**

ENACTUS is an NGO that creates the world's largest experiential learning platform dedicated to developing the next generation of entrepreneurial leaders and social innovators.

- Designed project frameworks and supervised the execution of 4 projects and led 6 project heads..
- Contributed significantly to business development and marketing of roadside restaurants and helped them to adopt scalable marketing strategies.
- Worked with 10 farmers to develop and test locally produced organic fertilizers.
- Assisted in facilitating and coordinated the training and placement of 30 new recruits.
- Prepared and submitted project reports and proposals.

EDUCATION**National Institute of Marketing of Nigeria (NIMN) – Calabar, Cross River State, Nigeria****June 2019 – July 2023**

Associate (ANIMN) and Post Graduate Diploma (PGD) in Marketing

University of Calabar – Calabar, Cross River State, Nigeria**September. 2014 – September 2018**

Bachelor of Science (B.Sc) in Marketing.

RELEVANT WORKSHOPS, SEMINARS, TRAININGS & ONLINE COURSES

- Microsoft Office Suite (July 2013 – September 2013)
- Digital Marketing (November 2018)
- Leadership and Capacity Development (December, 2018)
- Business Model Canvas and Value Proposition Map Workshop organized by Org Up Dev. (April 2019)
- Communication Skills workshop organized by International Research and Exchange Board (IREX) (July 2019)
- Design Driven Entrepreneurship (September 2022)
- Business Management (February 2023)
- Google Shopping Ads (February 2023)
- Agripreneurship: A Path to the Future (March 2023)
- Social Innovation for Job Creation workshop organized by Mandela Washington Fellowship Alumni Association of Nigeria (August 2019)
- Vision Board Design workshop organized by Ikapture (January 2021)
- Affiliate Marketing (December 2021)
- Business Development Workshop organized by Unity Bank (March 2022)
- Project Management (August 2022)
- Digital Marketing for Entrepreneurs (September 2022)
- Management Strategies for People and Resources (March 2023)
- Creating and Maintaining Social Enterprises (March 2023)
- Hubspot Digital Marketing (August 2023)

RELEVANT AWARDS

- Unity Bank Corpreneuership Challenge, 1st Prize Winner
- Outstanding Young Entrepreneur,

November 2021
August 2021

REFEREES:

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