

Chukwudumebi Nwosu

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Objective

Results-driven sales and IT professional with over a decade of professional experience in various sectors including Information Technology, banking, digital marketing, sales, web design, graphic design etc, seeking an opportunity to apply my knowledge of Information Technology, business, in-depth sales strategies, and exceptional customer experience for business expansion, and a position offering new challenge and opportunities for career growth and advancement.

Experience

May 2023 -

Albert and Wand Limited

Digital Marketer

Responsibilities and Achievements

- Develop and implement effective digital marketing strategies that align with the company's objectives and target audience.
- Manage and maintain the company's website, ensuring it is up-to-date, user-friendly, and optimized for search engines (SEO).
- Create engaging and compelling content for digital channels, including social media, blogs, email campaigns, and website.
- Monitor and analyze website and social media performance using relevant tools and platforms (e.g, social media analytics).
- Collaborate with internal teams to develop and implement digital marketing initiatives and events.
- Monitor industry trends and competitor activities to identify opportunities and improve marketing strategies.
- Manage and grow the company's social media presence on platforms such as Facebook, Twitter, YouTube and Instagram.
- Utilize email marketing tools to design and execute effective email campaigns to nurture leads and engage existing customers.
- Monitor online reviews and respond to customer feedback to maintain a positive online reputation.
- Stay up-to-date with the latest digital marketing best practices, tools, and trends
- Achieved a 357% increase in Accounts reached in First month.
- Achieved a 809% increase in reach of accounts in a particular demographic on Instagram in First month.
- Achieved 33.3% in accounts engagement
- Marketing of brand services in First month on Instagram.
- Was incharge of Maintaining the Organizations' Website.
- Content Creation
- Graphic design

September 2018 -

WaiTecc (waitecc.com.ng)

Digital Marketing Manager

Responsibilities and Achievements

- Lead the development of innovative product positioning and messaging to differentiate our offerings in the market.
- Was able to generate revenue exponentially and increase brand popularity and partnership.
- Develop comprehensive sales and marketing strategies aligned with the company's goals and objectives.
- Conduct thorough market research to identify trends, customer preferences, and competitive landscape.
- Analyze sales and marketing data to derive actionable insights for optimizing

strategies and tactics.

- Use Sales and marketing strategies to create compelling campaigns, promotions, and initiatives that resonate with target audiences.
- Identify new market segments, industries, and geographic areas for potential business growth.
- Build and nurture relationships with clients, and partners to drive business partnerships and collaborations.
- Develop and manage the sales pipeline, monitor conversion rates, and implement strategies to improve lead-to-conversion ratios.
- Create and deliver persuasive presentations to clients, partners.
- Use creative strategies to ensure the consistent application of brand messaging and visual identity across all marketing materials.
- Monitor industry trends, competitor activities, and technological advancements to identify opportunities and threats.
- Establish performance metrics, track progress, and generate regular reports to measure the effectiveness of sales and marketing strategies.

2020 - 2021

ORA Poultry Farms

Manager

Roles and Responsibilities

- Strategic Planning: Develop and implement the overall strategic direction and business plan for the poultry farm, including setting goals, objectives, and targets for growth and profitability.
- Financial Management: Oversee the financial aspects of the business, including budgeting, financial forecasting, cost control, and ensuring proper financial records and reporting are maintained.
- Operations Management: Manage all aspects of poultry farm operations, including breeding, hatching, raising, and selling poultry products. Ensure compliance with health and safety regulations, biosecurity measures, and animal welfare standards.
- Business Development: Identify and pursue new business opportunities, markets, and customers. Build and maintain relationships with suppliers, distributors, and other stakeholders in the poultry industry.
- Staff Management: Recruit, train, and manage a skilled workforce. Set performance goals, provide guidance and support.
- Quality Control: Establish and maintain quality control measures to ensure the production of high-quality poultry products. Monitor production processes, implement quality assurance procedures, and respond to customer feedback and complaints.
- Sales and Marketing: Develop and implement effective sales and marketing strategies to promote poultry products and expand market reach. Monitor market trends, conduct competitor analysis, and identify opportunities for product diversification and expansion.
- Supply Chain Management: Manage the procurement of feed, equipment, and other necessary supplies. Build relationships with suppliers, negotiate contracts, and ensure a reliable supply chain to support the farm's operations.
- Risk Management: Identify and mitigate potential risks and challenges that may affect the poultry farm business, such as disease outbreaks, market fluctuations, and regulatory changes. Develop contingency plans and ensure compliance with relevant laws and regulations.
- Industry Knowledge and Innovation: Stay updated on the latest advancements, trends, and best practices in the poultry industry. Continuously seek opportunities for innovation, process improvement, and the adoption of new technologies to enhance productivity and profitability.
- Stakeholder Relations: Represent the poultry farm business in the community, industry associations, and government agencies. Maintain positive relationships with customers, suppliers, financial institutions, and other key stakeholders.

2020 - 2021

Exclusive Usage Limited

Business & Real Estate Manager

Roles and Responsibilities

- Maintenance of property
- Business Development
- Property Development
- Leasing

• Marketing and Sales

February 2023 -

Caesars Luxury Hotel (The Lekki Coliseum)

Social Media and Content Manager

Achievements & Responsibilities

- Develop and implement effective digital marketing strategies that align with the company's objectives and target audience.
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- Monitor and analyze website and social media performance using relevant tools and platforms (e.g, social media analytics).
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- Collaborating with sales team.
- Content Creation
- Graphic design

Photographer

- Capture photos and videos of facility and events for Editing, broadcasting, marketing and advertising on Social Media platforms

August 2023 -

Cavisa Furniture

Social Media Manager

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

August 2023 -

Missdatedoctor.com (UK)

Content Writer

Responsibilities

- Blog writing across a variety of niches.
- Writing articles for SEO.
- Driving organic search traffic

- Writing with authority about different subjects.
- Create informative, engaging articles.
- Adapt tone and style to individual order requirements.
- Consistent research so that content fits seamlessly on the site.
- Excellent spelling and grammar. Proofreading of work before submission

February 2023 -

Dumebionline.netlify.app (Blog)

Writer

- write blog articles
- administrate webpage
- design and development of website
- digital marketing and advertising of website

Nov 2021 - Feb 2023

BRASS DIGITAL BANK

Direct Sales Agent

- In this role, I participated in a marketing drive that increased the client base of the organization in only a short period of time.
- In my first two months, I was also commended for being the best sales agent in the team.
- Strategic marketing and promotion of the Brassband products and services
- Consistent onboarding and conversion of clients to the banking platform
- Achieved satisfactory number of new clients in a month
- Meet customers in homes and businesses to discuss and demonstrate products
- Develop sales strategy based on research and market conditions
- Generate Leads: Actively prospect and generate leads through various channels such as cold calling, networking, referrals, and online research.
- Conduct Product Presentations: Conduct effective product presentations and demonstrations to potential customers, highlighting the features, benefits, and value of the product or service.
- Build Customer Relationships: Develop and maintain strong relationships with customers to understand their needs, provide personalized solutions, and ensure customer satisfaction.
- Negotiate Sales: Use persuasive communication and negotiation skills to close sales deals, negotiate terms, and secure customer commitments.
- Achieve Sales Targets: Set and achieve ambitious sales targets by effectively managing sales pipelines, identifying opportunities, and converting leads into customers.
- Provide Product Knowledge: Stay updated on product knowledge, industry trends, and competitor activities to effectively address customer inquiries and position the product as the best solution.
- Maintain Sales Records: Keep accurate and up-to-date records of sales activities, customer interactions, and sales progress in designated tools.
- Collaborate with Team: Work closely with cross-functional teams such as marketing, customer support, and product development to align strategies, share feedback, and ensure a seamless customer experience.
- Continuous Learning: Stay updated on industry trends, sales techniques, and product knowledge through continuous learning and professional development opportunities.
- Customer Follow-up: Conduct post-sales follow-up to ensure customer satisfaction, address any concerns or issues, and identify upselling or cross-selling opportunities to maximize customer lifetime value

Nov 2020 - Feb 2021

UNITED BANK OF AFRICA (UBA)

Direct Sales Agent

Roles and Responsibilities

- Generate Leads: Actively prospect and generate leads through various channels such as cold calling, networking, referrals, and online research.
- Conduct Product Presentations: Conduct effective product presentations and demonstrations to potential customers, highlighting the features, benefits, and value of the product or service.
- Build Customer Relationships: Develop and maintain strong relationships with customers to understand their needs, provide personalized solutions, and ensure

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- Provide Product Knowledge: Stay updated on product knowledge, industry trends, and competitor activities to effectively address customer inquiries and position the product as the best solution.
- Maintain Sales Records: Keep accurate and up-to-date records of sales activities, customer interactions, and sales progress in CRM systems or other designated tools.
- Collaborate with Team: Work closely with cross-functional teams such as marketing, customer support, and product development to align strategies, share feedback, and ensure a seamless customer experience.
- Continuous Learning: Stay updated on industry trends, sales techniques, and product knowledge through continuous learning and professional development opportunities.
- Customer Follow-up: Conduct post-sales follow-up to ensure customer satisfaction, address any concerns or issues, and identify upselling or cross-selling opportunities to maximize customer lifetime value

2021 - 2023

Rccg Light House Parish

Media and Sound Engineering Personell

Roles and Responsibilities

- Administration of Media software and hardware devices
- Handling of technical issues in media department
- Coordinate with team to ensure smooth operation of Media communications
- Relating of issues to organization management
- Operation of sound devices
- Handling of technical issues in sound engineering department

June 2014 - July
2014

A.I.A.C.C (Bariga, Lagos)

Systems and Network Administrator

Roles and Responsibilities

- Maintaining records of network and system performance and usage
- Managing user accounts and permissions
- Managing and maintaining the cybercafe's network infrastructure and systems
- Ensuring the cybercafe's network and systems are secure and up-to-date
- Monitoring network traffic and identifying any unusual activity
- Troubleshooting and resolving technical issues with the network, computers, and other equipment
- Managing software updates and licensing for all computers and devices
- Providing technical support to customers
- Setting up and maintaining network
- Monitoring and analyzing network traffic to detect and prevent unauthorized access
- Ensuring the cybercafe's internet connection is reliable and fast
- Managing user accounts and permissions
- Maintaining records of network and system performance and usage

2020 - 2021

Rccg Ark of God parish

Media Personell

Roles and Responsibilities

- Administration of Media software and hardware devices
- Handling of technical issues in media department
- Coordinate with team to ensure smooth operation of Media communications
- Relating of issues to organization management

Aug2018 -
June2019

INDEPENDENT NATIONAL ELECTORAL COMMISSION (NYSC)

It officer

Responsibilities and Achievements

- In this role, I was the RATECH officer in charge of ward 05 Lagos Island for 2019 general Elections, and the RATECH officer in charge of SCR setup and

maintenance.

- I provided technical training for election officers during the presidential election. I performed other tasks as listed below:
- Provided technical support for election officers during the election.
- Effectively managed 19 election officers during the election.
- Handled installation of voting and e-collation software (SCRs), configuration and final setup of (SCRs), online transfer and editing of voter details.
- Oversaw printing and packing of voter's registers, upgrading, and downgrading of smart card readers (SCRs), setup of technical equipment for INEC Ad-hoc staff training.
- Responsible for Ensuring smooth working of SCRs during the election.

Aug2015 - Dec
2015

COMPUTER WAREHOUSE GROUP (INDUSTRIAL TRAINING)
IT Support
Responsibilities

- Provide IT support services, troubleshooting, and system operation.
- Assist in delivery and pickup of computer hardware.
- Assisted the network team in monitoring network servers.
- Provide PC and mobile support to resolve client issues.
- Install service and upgrade windows computers

2018 - 2019

Social Development Goals SDG (UN)

Educator

- I taught and tutored children on the Social Development Goals

Education

2017

Joseph Ayo Babalola University
Bsc Computer Science
Second Class degree

Skills

- Digital Marketing and Advertising, Website Design and Development (HTML, Bootstrap, CSS, PHP, JavaScript, MySQL)
- Microsoft Office (Access, Excel, Word, and PowerPoint)
- Graphics Design (Banners, Logos, Promotional content)
- Digital Marketing and Advertising
- Computer Hardware and software Administration and Diagnosis
- Business Development
- Language Skills English Igbo Yourba (Beginner) French (Beginner)
- Editing Skills: Audio Editing Video Editing Business Plan Design and Development
- ITIL
- ITSM
- Social Media Management
- Business Plan Design
- Coding Instructor
- Research and Analysis
- Technical writing
- Content Creation
- Visual Studio Code, Atom

Languages

- English
- French (Beginner)
- Igbo
- Yourba

Reference

- **Ebele Monica - B.C.N Chambers**
Barrister
07036242222
- **Adanna Ifeoma - VFD Bank**
Team Lead, Fund Administration
08090571290

Certifications

- JAVA Training Participation (CWG & ORACLE) 2015
- Social Development Goals Volunteer 2019