

PRINCELY UCHENNA ESEGBUE

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PROFILE

A customer service professional with 3+ years experience providing quality service to customers. Proven track record of resolving customer issues quickly and efficiently, while maintaining a positive attitude and excellent customer service skills. Highly skilled in using customer relationship management(CRM) software to document customer interactions. Passionate about providing high quality customer experiences.

EDUCATION

Bachelor of Science (BSc), Business Administration

2017

University of Benin, Benin City

Edo State, Nigeria

- Was given a Meritorious Leadership Award due to his outstanding service to students.
- Graduated with a Cumulative Grade Point Average (CGPA) of 2.80/5.0 – Second Class Lower Honors.

Relevant courses: Mathematics, Statistics, Business Management, Accounting, Business Communication, Microeconomics, Macroeconomics, Marketing, E-commerce, Financial Management, Entrepreneurship, Business Law, Organizational Behaviour, Business Policy and Strategy, Leadership and Quality Management.

West African Examination Council Senior School Leaving Certificate

2011

Garrick Memorial Secondary School, Benin City

Edo State, Nigeria

- Ranked as part of the 9% graduate students with academic excellence.
- Represented the school and won in various competitions.

PROJECT EXPERIENCE

- Extensive Project Analysis on Complaint Management and Brand Switching Behavior **Sept 2017**
- Wrote and Published an Article on Leadership “The Illusion in Leadership” **Feb 2018**

PROFESSIONAL EXPERIENCE

Sales Representative and Customer Service Representative

2020 – Present

Jasper Communications

Edo State, Nigeria

- Represented the company’s products and services while following consumer research and data analysis to identify how our solutions meet their needs.
- Developed and maintained a customer database to track customer information, purchases and preferences.
- Generated leads, built relationships, & planned daily work schedule to call on existing/potential sales outlets
- Developed and implemented territory action plan through comprehensive data analysis and adjusted sales techniques based on interactions and results in the field.

Manager and Data Analysis Lead

Jan 2020 – June 2020

Genesis Science Tutorials

Edo State, Nigeria

- Managed the school’s day-to-day operations, which targeted senior high school students.
- Gathered, analysed and interpreted data from the students’ academic performance in executing strategies to solve the existing challenges and boost their academic excellence.
- Implemented creative alternative learning experiences and provided attentive instruction, care and support for students with special needs.
- Organized career seminars for students and encouraged them to participate in extra-curricular activities to develop interpersonal skills and other soft skills.

Assistant Manager

Dec 2019

Test House Tutorial

Edo State, Nigeria

- Assisted in managing the day-to-day operations of the tutorial house to ensure its smooth running.

Marketing Coordinator

Sept 2017 – April 2018

Norman Edwards Educational Center

Edo State, Nigeria

- Drafted reports and created content to develop and execute marketing campaign plans.
- Set up tracking systems for marketing campaigns & trafficked all advertising efforts to appropriate channels.
- Simplified complex data into a user-friendly format like graphs and charts for clients and management.

Digital Marketer

Aug 2017 – Mar 2018

ALAT Digital Prosumer Program

Edo State, Nigeria

- Wrote and dispatched email campaigns and created/uploaded images for the program's website.
- Communicated performance reports and analyses with clients, affiliate networks and partners.
- Liaised with digital advertising agencies and contributed to social media engagement and brand awareness.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Volunteer Data Analyst **2020 – Present**
Young African Leaders Initiative (YALI) Edo State Network **Edo State, Nigeria**

- Gathered and analysed data from the organisation's programs, including rural outreaches in developing policy documents to influence social development policies in Edo state and their implementation.
- Helped champion and execute several monthly face-2-face meetings, which take the shape of capacity-building sessions to facilitate members' personal development.

Data Analyst **2018 – Present**
LifeSavers Initiative for First Aid Education in Nigeria (LifeSaversNG) **Edo State, Nigeria**

- Gathered and analysed data from the organization's first aid training and outreaches in developing policy documents influencing emergency healthcare policies in Edo state and their implementation.
- Assessed tests and implemented software while assisting with strategic decisions on new systems.
- Troubleshoot the reporting database environment and reports.
- Provided technical expertise in data storage structures and data creation.

Governor **2016 – 2017**
Management Science Students' Association (MASSA), University of Benin **Edo State, Nigeria**

- Actively represented the 8,900+ management science students of the University of Benin in the affairs of the school and the Faculty Governors Forum (FGF) through people-oriented leadership.
- Served as the liaison officer between management science students, the University authorities and the general public to strengthen the pre-existing relationship and protect the students' interests.
- Led the executive team in organising and executing critical projects, empowering our students with the knowledge and experience needed for expertise.

Member and Data Analyst **2014 – 2017**
Students Finance Club (SFC) Nigeria, University of Benin Collegiate Chapter **Benin, Nigeria**

- Served as a data analyst, helping gather and analyse data and produce reports for evaluation.
- Worked with a team executing projects to teach students how to manage their finances.
- Led campaigns to raise students' awareness of the need for financial intelligence.
- Executed 5+ onsite programs on financial intelligence and why students of the University of Benin need to be adept in managing their finance, reaching 3,150+ students with vital financial information.

HONORS AND AWARDS

- Honoured as an Ambassador of Pan-African Institute for Global Affairs and Strategy (PAIGAS) **2018**
- Awarded as the Best Faculty Leader, Faculty Governors Forum, University of Benin, Nigeria **2017**
- Awarded for renovating the Management Science Students Secretariat, University of Benin, Nigeria **2017**

PROFESSIONAL SKILLS

Software: Experienced in Microsoft Office programs (Word, Excel, PowerPoint), SPSS, Data Analysis, Technical Analysis and Blockchain Technology.

Soft skills: Digital skills, interpersonal skills, writing, communication, organisation, multitasking, time management, problem-solving, conflict resolution, teamwork, presentation, social media management, flexibility, adaptability, critical thinking, creative and innovative thinking, leadership and project management.

Languages: English (Native), Nigeria Pidgin English (Native) and Igbo (Native).

MEMBERSHIP ORGANIZATIONS

- Young African Leaders Initiative (YALI) Edo State Network **2020 – Present**
- LifeSavers Initiative for First Aid Education in Nigeria **2018 – Present**
- Management Science Students' Association (MASSA), University of Benin **2013 – 2017**

INTEREST

Data, Effective Talent Acquisition, Human Capital Development, Communication, writing, research, social media management, networking, meeting new people, travelling, volunteering and sports.

REFERENCES

- Available on request.