

PROFESSIONAL SUMMARY

Resourceful and results-driven professional with a strong foundation in education, customer relations, and marketing communications. Demonstrated ability to translate analytical, organizational, and interpersonal skills from the classroom into dynamic business environments. Proven success in managing client engagement, optimizing communication workflows, and executing digital marketing strategies that drive measurable growth. Adept at using data insights to refine outreach efforts and enhance brand visibility. Recognized for clear communication, problem-solving, and an ability to collaborate effectively across departments to achieve organizational objectives.

WORK EXPERIENCE

Marketing and Communications Assistant | Perinni & Co. International Limited | Sep 2024 – Till Date (Remote)

- Planning and implementing digital campaigns that increased audience engagement by over 30% across social media and email channels.
- Produced written and visual content for newsletters, product launches, and corporate communications, strengthening brand consistency.
- Conducted competitor and market trend analysis using insights from social media analytics to inform strategy adjustments.
- Coordinated client feedback reporting and online response management, improving turnaround time on inquiries.
- Collaborated with over 5 internal teams to align marketing objectives with customer service insights, enhancing retention and brand trust.

Customer Care Representative | Perinni & Co. International Limited | Apr 2024 – Oct 2024 (Remote)

- Resolved an average of 40+ client requests weekly through CRM platforms, maintaining a 95% satisfaction rating.
- Streamlined customer documentation processes, reducing query handling time from 48 to 36 hours.
- Provided first-line technical and administrative support for online transactions and product inquiries.
- Analyzed recurring service issues to identify communication gaps trends and recommended improvements later adopted company-wide.
- Supported cross-department communication by creating client summaries and feedback briefs for the marketing team.

Biology Teacher | Agboluaje Grammar School, Ila Orangun, Osun State | Sep 2023 – Mar 2024

- Designed and delivered interactive lessons leveraging knowledge of PowerPoint, improving student participation and presentation delivery..
- Communicated complex information clearly to diverse learners, developing clarity and empathy valuable in client communication.
- Organized academic records and performance reports, building accuracy and data-handling discipline applicable in CRM and analytics reporting.
- Collaborated with staff to plan school events and community outreach, demonstrating coordination and teamwork transferable to marketing campaigns and cross-functional projects.

EDUCATION

B.Sc (Ed.) Biology Education | Ekiti State University, Ado-Ekiti | 2021 – 2025
Higher School Diploma | Brighter Future College | 2016 – 2021

CORE SKILLS

Marketing & Communications:

Social Media Management | Email Campaigns | Content Creation | Digital Analytics | Brand Messaging | Market Research | SEO Basics

Customer Service & Administration:

CRM Software (Zoho, HubSpot) | Complaint Resolution | Documentation Management | Data Entry Accuracy | Client Relationship Management | Report Preparation

Technical & Analytical Tools:

MS Excel (Pivot Tables, Charts, Data Cleaning) | Google Analytics | Meta Business Suite | Microsoft Office Suite | Canva | Email Automation Tools

Professional Competencies:

Negotiation and Persuasion | Attention to Detail | Time Management | Adaptability | Interpersonal Communication | Critical Thinking | Team Collaboration