**CLIENT ENGAGEMENT SPECIALIST (WEB OPTIMIZER)**

**PROFESSIONAL SUMMARY**

Client-focused Engagement and Web Optimization Professional with 4+ years of experience in customer relations,digital communication, website management, and online user experience improvement within travel, consulting, and service-based environments. Skilled in managing client inquiries, optimizing web pages, improving user journeys, and maintaining responsive, conversion-driven websites.

Combines strong communication skills with technical abilities in website builders, SEO principles, UI/UX improvements, and digital content management. Adept at working remotely, handling high-volume client interactions, and providing accurate, structured, and professional service across web, email, WhatsApp, social media, and live chat.

**CORE SKILLS & COMPETENCIES**

* Client Engagement & Digital Communication
* WordPress, Wix & Elementor Page Design
* Content Updating & Landing Page Creation
* Online Customer Support (Email, Chat, WhatsApp, X, Ticktock, Facebook)
* Lead Nurturing & Customer Funnel Management
* Data Entry, Process Documentation & Digital Filing
* Remote Collaboration Tools (Zoom)
* Canva & Basic Graphic Editing
* Performance Monitoring & Website Analytics

**EXPERIENCES**

**Administrative Officer / Digital Support**

**Imo State Specialist Hospital Owerri| 2021 – 2025**

* Handled high-volume inquiries and managed communication across email, phone, and digital channels.
* Maintained organized digital files, confidential data, and departmental communication records.
* Supported service users with guidance, information, onboarding steps, and documentation needs.
* Improved workflow by redesigning communication templates and simplifying user instructions.
* Coordinated schedules, virtual meetings, and internal information flow.

**Client Support & Engagement Assistant**

**Cornerstone Insurance Services Company | 2019 – 2021**

* Responded to client inquiries across WhatsApp, email, and in-person engagements.
* Guided clients through service options, requirements, checklists, and next steps.
* Coordinated travel documentation, form completion, and follow-up communication.
* Maintained customer records and updated internal trackers for leads and active clients.
* Ensured timely resolution of complaints and improved response accuracy.

**Customer Service Representative**

**Zidora Travel & Tours (Port Harcourt Branch) | 2019 - 2021**

* Engaged walk-in clients, website users, and social media inquiries with professional clarity.
* Assisted with service explanations, bookings, documentation clarification, and form processing.
* Observed client questions to identify information gaps that needed updating on the website.
* Recorded daily interactions to support marketing and client retention strategies.

**Customer Service & Administrative Support**

**Riatovics Patterns, Head office, Port Harcourt Rivers State**

**Service & Retail Business | 2015 – 2019**

1. Provided consistent client support, managed internal records, and assisted in daily reporting.
2. Maintained strong relationships with customers, strengthened feedback loops, and supported business operations.
3. Adopted digital tools early to improve efficiency and customer engagement.

**WEBSITE & DIGITAL SKILLS**

* Google Analytics & Search Console (beginner–intermediate)
* Landing page structure & UI/UX alignment
* Conversion-focused design for forms and CTAs
* Content updates and internal link optimization

**TOOLS & TECHNOLOGIES**

* Design & Content: Canva (basic)
* CRM: HubSpot, Zoho
* Communication: Email automation, WhatsApp Business, Live Chat tools
* Cloud Tools: Google Workspace, Microsoft Office Suite

**EDUCATION**

* Postgraduate Diploma in Public Administration

National Open University of Nigeria

* Bachelor's Degree in Public Administration

University of Calabar

* NYSC Exemption Certificate

**CERTIFICATIONS**

* Customer Service Specialist - Alison
* Diploma in Public Relations - Alison
* Diploma in Human Resource - Alison
* Executive Assistant Skills - Alison
* Office Administration - Alison
* Business Writing & Professional Communication - Alison
* Time Management for Professionals - Alison
* Remote Working Skills - Alison

**STRENGTHS**

* Clear, structured, and professional communication+
* Ability to simplify complex information for clients
* Strong attention to detail and accuracy
* Effective multitasking in remote settings
* Fast learner with strong digital adaptability
* High ethical standards and confidentiality
* Excellent follow-through and client nurture

**PROFESSIONAL REFERENCE**

Dr. Kaunda Ibebuike

Neurosurgeon & Spine Surgeon and Former Chief Medical Director

Imo State Specialist Hospital, Owerri