# Personal Profile

A versatile professional with proven expertise in content creation, customer service, social media management, and virtual assistance. I excel at managing customer relations, administrative tasks, streamlining processes, and implementing innovative solutions that support business operations. My background in content creation and social media management complements my strong organizational and communication skills, allowing me to support businesses effectively across multiple channels. With experience in developing and executing digital strategies and providing exceptional customer service, I offer a comprehensive technical skill set that adapts to diverse business needs while maintaining attention to detail and delivering consistent

results.

# Experience

**Smart Residences Limited**

Information Resource Officer (Customer Service Executive)

* Customer Service Management: Handled inquiries and resolved issues across multiple channels including phone calls, WhatsApp, Instagram, and various booking platforms (Booking.com, Airbnb, Expedia).
* Revenue Generation: Secured bookings for accommodations, hall spaces, and restaurant services, generating consistent revenue streams and developing relationships with corporate clients.
* Reservation Management: Processed and maintained accurate records of all bookings across multiple platforms.
* Process Improvement: Initiated, designed, and implemented a new online guest registration system that eliminated paper-based processes across all company facilities, reduced front desk wait times, and enabled remote pre-registration.
* Conflict Resolution: Followed established procedures to de-escalate guest complaints during their stay, coordinated with appropriate departments for timely resolution, and maintained communication with guests throughout the process.
* Guest Relations: Built and maintained positive relationships with guests, ensuring their needs and expectations were met or exceeded.
* Platform Management: Maintained up-to-date profiles and listings on booking platforms (Booking.com, Airbnb, Expedia) to ensure accurate information and maximize visibility.
* Reporting: Generated daily and monthly reports on customer interactions, reservations, and service performance metrics.

Abuja, Federal Capital Territory, Nigeria

September, 2023 —

Present

# Perxels Design School

Content Writer/Social Media Manager

* Social Media Content Creation: Curated, created and posted content for social media platforms (Instagram, Facebook, LinkedIn, X (Twitter), organized bi-monthly Instagram Live Sessions with invited guests on the company's Instagram page.
* Social Media Analysis: Tracked and reported social media insights on a monthly basis.
* Social Media Strategy: Devised and implemented new content strategies and improved upon existing strategies for better performance.
* Email Marketing: Wrote weekly emails and managed the email marketing platforms (MailChimp & Birdsend).
* Website Copy: Wrote and edited website copy for the company website [www.perxels.com.](http://www.perxels.com/)

Remote, Lagos State, Nigeria

January, 2023 —

June, 2023

* Special Content: Crafted and edited special content such as press releases, email responses, etc., on behalf of the company.
* Community Management: Organized and interacted with students on Slack.

# Ellawealth Enterprise

Content Writer

* + Organically wrote and developed blog posts, stories and articles.
  + Wrote, edited and published engaging posts for social media platforms including Facebook, Instagram, LinkedIn and Twitter.
  + Proofread and edited blog posts, articles and stories before publication.
  + Identified clients’ needs and gaps in our content and also recommended

new content strategies.

Uyo, Akwa Ibom State, Nigeria

February, 2022 —

September, 2022

# Global Shala Education Private Limited

[Digital Marketing Intern](https://drive.google.com/file/d/1RYP8zkUOIUgjSCcj8xjm-MFykaNu-ljd/view?usp=sharing)

* + Worked on generating appropriate digital marketing strategies in a simulated organization platform [Global Shala Group Project](https://docs.google.com/presentation/d/1D-803eEq4oMgQrhsKUdG8C-yeEFonj7uBC2qx8gm8xU/edit?usp=sharing).

Internship (Remote, India)

June, 2022 — July, 2022

# Topflight Medical Services

Front Desk Personnel/Customer Care Representative

* Kept records of customer interactions, processed customer accounts and filled documents.
* Responded to customers’ complaints, provided solutions and did follow-up to ensure resolution of said complaint.
* Received, responded and sent email correspondence and phone calls from customers.
* Provided accurate information to potential and existing customers.
* Generated sales leads.

Uyo, Akwa Ibom State, Nigeria January, 2020 —

June, 2021

# Volunteer Experience

**Techy Train Incubator Foundation** Remote, Abuja

May 2023 – May 2024

Ambassador

* Planned, organized and held outreaches (physical and virtual) to educate young, unaware or disadvantaged females on the benefits of technology, on behalf of the TTI Foundation.
* Coordinated and managed the social media platforms (Telegram and WhatsApp) for past participants of the Tech Up Girls Bootcamp.
* Actively shared the major programs of TTI Foundation on social media for greater reach.

**It’s Page HQ** Remote, Abuja

August 2024 –

November 2024

Content Writer & Social Media Team Lead

* Developed content strategies for all online platforms.
* Exponentially anchored increased visibility and engagement on all social media platforms.
* Oversaw and mentored the team of social media managers.

# Education

**University of Calabar, Nigeria**

Medical Laboratory Science

2014 — 2019

**Certifications & Courses** Meta Social Media Marketing Professional Certificate [Credly Badge](https://www.credly.com/badges/0123ff88-6299-4584-ac1a-eb7d011addda/public_url) Meta Certified Digital Marketing Associate [Credly Badge](https://www.credly.com/badges/bebe331e-55a1-45c9-a5ec-7222953da0cc/public_url)

Women Techster Fellowship ([Cybersecurity](https://drive.google.com/file/d/104BB-bjHcjfRjHWJsb6gwXCje58LzuV1/view?usp=sharing)) [ALX Virtual Assistance Course](https://drive.google.com/file/d/1uvsf94w9EitdgHeB_-TdrqDO3aMMuW4j/view?usp=sharing)

[Graphics Design Course](https://drive.google.com/file/d/105WAvKBa-hHFc2H_rfrwTLQy83EqkI4F/view?usp=sharing) via [DigiGirls Training](https://drive.google.com/file/d/1BkCNwKUOQqELvtugGZ11VdY0eZT7knjc/view?usp=sharing)

[CWW Tech Africa Training Program (Content Writing)](https://drive.google.com/file/d/1E_16wppcfCgX6MVu64xWxvj5M4cNdRR4/view?usp=sharing) [Tech Up Girls Initiative Training Bootcamp](https://drive.google.com/file/d/1Ut9Vi60XIr66gTAEwPuA1hqlQe43pM9D/view?usp=sharing)

[Uplimit SQL Course](https://drive.google.com/file/d/18cahLEPw8QbxsMjD-fm9OzfN8tO2o0gz/view?usp=sharing)

[Fidelity Investment Customer Service Job Simulation](https://drive.google.com/file/d/1x0dWzw7V3etd9UHcdzK0pQAG-YGnWCOs/view?usp=sharing)

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| **S**KILLS | **HOBBIES** | **LANGUAGES** |
| Graphics Tools (Canva) | Reading | English |
| Video Editing Tools (CapCut, InShot) | Soccer | Spanish |
| Meta Business Suite | Movies |  |
| Social Media Advertising |  |  |
| Research |  |  |
| Problem Solving |  |  |