

PROFILE

Client Engagement & Web Optimization Specialist with 7+ years of experience in client relationship management, website optimization, and digital operations. Skilled in creating engaging online experiences, managing customer communications, and maintaining responsive, SEO-friendly websites. Passionate about delivering seamless service interactions and high-performing digital platforms that support business growth.

CORE SKILLS

- Client Relationship Management
- Website Design & Optimization (WordPress, Elementor, Wix)
- SEO, Analytics & UX Improvements
- Content & Graphic Design (Canva, Adobe, Figma)
- CRM Tools (Salesforce, Slack, Trello, Google Workspace)
- Digital Marketing & Campaign Support
- Virtual Assistance & Administrative Operations
- Customer Support & Training

PROFESSIONAL EXPERIENCE

Virtual Assistant – Team Lead | Oyili Outsourcing Company | Remote

Jan 2023 – Present

Led client engagement across multiple accounts, ensuring satisfaction and retention.

Designed and optimized client-facing web pages and landing forms using WordPress and Canva.

Managed client communications via email, chat, and CRM tools; ensured prompt, professional responses.

Trained support staff on communication etiquette and AI tools to improve productivity by 29%.

Introduced workflow systems that cut project timelines by 33%.

Operations & Projects Manager | Enugu SME Center | Enugu, Nigeria

Jan 2020 – Nov 2022 (Contract)

Managed cross-functional digital projects and client-facing initiatives for over 1,000 SMEs.

Coordinated digital campaigns and live events, improving engagement by 40%.
Developed streamlined onboarding systems and SOPs for smooth client experiences.
Represented the agency on media platforms and oversaw a 52-week radio outreach project.

Operations Lead | Inspark Enterprise | Enugu, Nigeria

Jul 2018 – Jan 2020

Managed website content, digital media strategy, and client communication systems.
Improved team collaboration through automated task management and reporting systems.
Audited project workflows to maintain brand consistency and on-time delivery.

Admin & Operations Officer | EVS Immigration | Enugu, Nigeria

Oct 2017 – Jun 2018

Oversaw immigration service communications and digital client engagement.
Managed website updates, newsletters, and SMS campaigns, increasing open rates by 23%.
Ensured regulatory compliance and accurate client data handling.

Digital Content Producer | 2C Media Ngr | Enugu, Nigeria

Feb 2017 – Oct 2017

Created and optimized multimedia content for digital campaigns.
Used Google Analytics to assess web performance and engagement metrics.

EDUCATION

Advanced Diploma in Business Management | BEEC | Enugu, Nigeria | Dec 2023

TOOLS & TECHNOLOGIES

WordPress | Wix | Elementor | Google Analytics | Canva | Photoshop | Slack | Trello | SEO Tools | CRM Systems | Microsoft Office | Figma

REFERENCE

HR Oyili Outsourcing – people@oyili.co