

OKAFOR VICTOR CHIMEZIE

Senior Marketing & Brand Strategist | Sales Growth & Customer Experience Expert

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Summary

Results-driven **Senior Marketing & Brand Strategist** with **8+ years** of experience in **consumer marketing, event marketing, sales growth, customer engagement, digital strategy and brand development**. Proven ability to drive **multi-million naira revenue growth**, implement **high-impact digital marketing strategies**, and execute **large-scale brand activation campaigns with measurable ROI**, including **₦1B in revenue growth, 1.7M+ video views, and 60% boost in brand visibility**. Successfully **boosted sales by an estimated 35%+, expanded customer acquisition, and executed record-breaking marketing campaigns** executing 18+ catalogue launches, national/international conferences, and influencer-driven activations. Skilled in leveraging **data-driven insights, influencer collaborations, and digital strategy** to drive brand visibility and market penetration. Adept at leading **high-performing teams, managing cross-functional projects, and optimizing customer experience strategies** to foster brand loyalty and drive sustainable business growth.

Skills

Marketing Strategy & Brand Management:

Go-to-Market (GTM) Strategy, Brand Positioning, Campaign Architecture, B2C/B2B Product Marketing, Messaging Alignment, Competitive Benchmarking

Sales Growth & Revenue Optimisation:

Sales Enablement, Distributor Support Strategy, Market Penetration Planning, Pricing & Promotions, Conversion Funnel Optimisation, Regional Sales Expansion, Customer Acquisition Tactics

Customer Experience & Retention:

CRM Strategy, Loyalty Programs, Feedback-Driven Campaigns, Personalisation Tactics, Customer Lifecycle Management, Retention Strategy

Campaign Planning & Execution:

Integrated Marketing Campaigns, Media Buying & Placement, Print & Digital Asset Production, Field Marketing Coordination, End-to-End Campaign Management

Digital & Social Media Strategy:

Paid Ads (Meta, Google), Organic Content Strategy, Social Media Listening & Insights, Influencer Marketing, Platform Analytics (GA4, Meta Insights)

Event Marketing & Activation:

B2B & B2C Activations, High-Profile Conferences, Experiential Campaigns, Branded Field Events, International Coordination

Performance Metrics & Market Insights:

KPI Dashboards (CAC, CLV, ROI), Sales & Campaign Reporting, Market Segmentation, Consumer Behavior Analysis, A/B Testing & Data-Backed Optimisation

Stakeholder Communication: Executive Presentations, Partner Relationship Management, Internal Comms Strategy, Cross-Functional Team Alignment

Experience

Oriflame Cosmetic Nigeria

Lagos, Nigeria

National Marketing coordinator

06/2019 - Present

- Drove a **35% increase in national sales revenue** (₦800m to ₦2B) through innovative campaigns, including the viral **All or Nothing Amplified Fragrance** launch (1.7M+ views, 180K+ engagements), which sold out inventory in 3 weeks.
- Spearheaded **10+ national campaigns** such as Reach Your Happy Place and the Oriflame Bonanza, delivering **3.2M+ ad impressions** across radio, billboards, Bus Rapid Transit (BRT), and digital platforms.
- Directed **18+ high-impact quarterly catalogue launches** (1,000+ attendees each), achieving **25% YoY seasonal growth** and strengthening brand loyalty nationwide.
- Managed **8+ annual leadership conferences** (200–500 senior stakeholders) and **6+ executive roundtables**, aligning cross-regional strategies to enhance performance.
- Leveraged partnerships with top influencers (Veekee James, Ebuka, Kunle Remi) and branded TV appearances (e.g., **BBNaija All Stars**) to generate **3M+ impressions** and amplify brand visibility.
- Supported international **Gold Conferences** in Europe (1,400–1,800 attendees), leading branding and logistics for events in Spain, Portugal, and Italy.

Experience

Oriflame Cosmetic Nigeria

Sales Support and Marketing Analyst

Lagos, Nigeria
07/2018 - 05/2019

- **Drove a 22% annual revenue growth** for Nigeria's sales division by leveraging data-driven market research and optimizing sales strategies, contributing to quarterly revenue increases of **₦85M+** during peak campaigns.
- **Supported the development and execution of marketing campaigns**, creating high-impact promotional collateral and sales tools that strengthened brand messaging and boosted pitch effectiveness for nationwide teams.
- **Developed data dashboards** tracking KPIs such as CAC, customer lifetime value (CLV), and campaign ROI, enabling a **40% faster decision-making process** for marketing budget allocations.
- **Led event planning and execution** for trade shows, corporate events, and brand activations, amplifying market penetration and securing brand visibility at high-profile industry engagements.
- **Improved customer retention by 15%** through feedback-driven campaign adjustments, such as personalized loyalty programs, which increased repeat purchases for core product lines like *Royal Velvet* and *Giordani Gold*.
- **Boosted market penetration by 10%** across 10+ Nigerian states through localized brand awareness campaigns, including trade shows and community activations, reaching **300K+ potential customers**.

Oriflame Cosmetic Nigeria

Customer Service Representative

Lagos, Nigeria
07/2017 - 06/2018

National Youth Service Corps (NYSC)

- Achieved **92% first-call resolution rate** (avg: 75%), resolving 120+ weekly inquiries via phone/email and reducing average handle time by **25%** (from 12 mins to 9 mins).
- Processed **1,500+ monthly product orders** with **99% accuracy**, reducing refunds/exchanges by **25%** and enhancing on-time delivery satisfaction.
- Conducted **80+ weekly account verifications**, reducing fraudulent activities by **15%** and ensuring 100% compliance with **Nigerian Data Protection Regulation (NDPR)**.
- Resolved **30+ escalated cases monthly** through needs analysis and proactive solutions, improving customer satisfaction scores by **20%** (per post-interaction surveys).
- Streamlined documentation processes for high-risk accounts, improving audit readiness and cross-departmental trust.

Projects

18+ Catalogue Launches

Role: National Campaign Lead

Action: Orchestrated end-to-end execution of 18+ quarterly catalog launches, managing cross-functional teams (creative, logistics, sales) to align product positioning with regional demand.

- **Impact:** Drove 35% YoY sales growth (₦800m to ₦2B) by integrating localized promotions and influencer-driven content.
- **Result:**
- Achieved 90%+ attendance at all launches (1,000+ guests/event).
- Catalogs contributed 18% of quarterly revenue (₦680M avg.).
- Reduced production costs by 12% through vendor renegotiation.

8+ Managers & Directors Conferences Annually

Role: Strategy & Event Lead

Action: Designed agendas, secured keynote speakers, and managed logistics for high-stakes leadership conferences.

- **Impact:** Aligned 500+ senior leaders nationwide on annual sales targets and market expansion strategies.
- **Result:**
- Post-event surveys showed 95% attendee satisfaction.
- 15% increase in post-conference sales team performance (Q4 2023).
- Generated 200+ actionable strategy proposals from breakout sessions.

6+ Executive Leader Meetings

Role: Strategic Facilitator

Action: Curated quarterly meetings with 30+ C-suite executives to review KPIs, refine operational processes, and align on growth priorities.

- **Impact:** Streamlined decision-making for Nigeria's ₦2B revenue pipeline.
- **Result:**
- Reduced time-to-market for new products by 20%.
- Drove 22% YoY revenue growth (2023) through data-backed strategy shifts.

International Gold Conferences (Spain, Italy, Portugal)

Role: Global Event Co-Lead

Action: Collaborated with EU teams to plan logistics, content, and branding for 3 flagship conferences.

- **Impact:** Strengthened Oriflame's pan-European market presence.
- **Result:**
- Engaged 4,800+ attendees across 3 events.
- Post-event sales surged by 18% in Southern Europe (Q1 2024).
- Secured 25+ new B2B partnerships through networking sessions.

Projects

Mega 10th Anniversary Celebration

- Role:** Head Event Strategist
- Action:** Led a 12-month campaign culminating in a 2,500+ guest gala, featuring product launches, celebrity appearances, and CSR initiatives.
- Impact:** Positioned Oriflame as a legacy brand in Nigeria.
 - Result:**
 - Generated ₦120M in on-site sales.
 - Earned 450+ media mentions and 1.2M+ social impressions.
 - Boosted post-event recruitment by 30% (Q3 2023).

“Reach Your Happy Place” & Oriflame Bonanza Campaigns

- Role:** Digital Campaign Director
- Action:** Engineered a 3-month omnichannel strategy (BRT buses, billboards, radio) with geo-targeted ads.
- Impact:** Dominated mindshare in Lagos, Abuja, and Port Harcourt.
 - Result:**
 - 3.2M+ impressions, 1.7M+ video views, 180K+ engagements.
 - Fragrance line sell-out within 3 weeks, driving ₦220M revenue.
 - 40% increase in website traffic during the campaign.

BBNaija All Stars Campaign

- Role:** Brand Visibility Architect
- Action:** Negotiated prime-time TV ad placements, coordinated influencer tasks, and managed live integrations.
- Impact:** Made Oriflame the most-discussed beauty brand during the show.
 - Result:**
 - 60% brand visibility boost; 8M+ viewers reached.
 - #1 Twitter trend during the “Oriflame Task” episode.
 - 25% spike in new customer sign-ups post-show.

Fitness Party Activation

- Role:** Experiential Marketing Lead
- Action:** Merged fitness and branding through a hybrid (live/virtual) event with workouts, product sampling, and influencer takeovers.
- Impact:** Positioned Oriflame as a wellness lifestyle leader.
 - Result:**
 - 1,000+ attendees, 500K+ social live views.
 - 20% of participants became new customers.
 - 45% engagement rate on co-branded fitness content.

Brand Ambassador Management

- Role:** Partnership Strategist
- Action:** Negotiated contracts, designed campaigns, and tracked ROI for 5+ high-profile ambassadors (Veekee James, Ebuka, etc.).
- Impact:** Amplified credibility in fashion, health, and entertainment niches.
 - Result:**
 - 28% average engagement increase on ambassador-led content.
 - Veekee James’ Royal Velvet campaign drove ₦85M in 2 weeks.
 - 15% follower growth on Oriflame Nigeria’s Instagram (2023).

Education

Federal University of Technology Owerri

Bachelor of Technology (B.Tech) in Statistics

Owerri, Nigeria
2010 - 2015

Awards

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| Oriflame Global Star Award 2024 <ul style="list-style-type: none">Recognized as a top 1% global performer for exceptional contributions to revenue growth and marketing innovation. | TSP Award (Top Sales Performer) 2023 & 2024 <ul style="list-style-type: none">Twice honored for exceeding annual sales targets by 40%+ and leading nationwide campaigns driving market expansion. |
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Certification

Brand Management Academy - 2024