# chuks NWOKEDi *B. Pharm, MBA, CCPE*

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# Professional Summary

A professional with over 10 years experience in Marketing and Sales. A result-oriented individual with an outstanding track record of developing and executing high impact strategies to achieve set goals

relevant skills and tools

* Customer-centric communication skills
* Digital Marketing – Google Ads/Google Analytics, SOE optimization, Facebook Ads/Pixel, Zoho CRM
* Data analytics – Python, SQL, VBA, and Excel
* Outstanding presentation skills – PowerPoint, Lucid Chart, MS Visio
* Database & Analytical tools - Sales Force Automation, Lynx and Veeva CRM
* Excellent verbal and written communication skills
* Strong knowledge of computer applications (Microsoft office: Teams, Excel, and Word)
* Analytical skills, interpersonal skills, negotiation, and solid organizational management skills
* Strong business acumen and data driven thinking
* Effective time management
* Cloud computing and DevOps – Amazon Web Service (AWS), Jenkins, Terraform, Docker, Kubernetes
* Agile project management tools – Trello, Jira/Kanban

# WORK EXPERIENCE

**Associate Marketing Manager Oct 2021 – Present**

**GoodsZilla Canada – Online Marketplace**

* Lead, develop, plan execute Canadian-specific marketing strategies to drive engagement, business development and company growth
* Managed and implemented marketing plan for the Goodszilla Web Application launch. Drafted specific messaging for the marketplace product positioning
* Develop strategies to increase traffic on the website and to ensure new partnerships with charity organizations within Canada, including CanadaHelps
* Digital marketing and Advertisements – Handle social media and Facebook Ads, Google Ads and Website analytical tools (FB Pixel and Google analytics)
* Reviewing and creating video Ads on Fiverr, promotional brochures on Canvas and copy writing. Oversee and manage contests, giveaways, and other digital projects
* Design and oversee marketing database and display advertising campaigns. Handle email marketing campaigns using MailChimp and Zoho
* Customer acquisition and sales funnel management - Created a road map for onboarding local businesses and charities. Streamlined objectives and value proposition to solidify interactions with stakeholders
* Collaborate with the Dev team to optimize the landing pages and the user experience
* Coaching junior colleagues on customer and stakeholder interactions
* Leading and managing SEO/SEM and email campaigns. Developing and monitoring marketing/campaign budget

**Medical Representative – GTA Sept 2019 – July 2021**

**Servier Canada**

* Achieved over 67% growth in sales for assigned products within the first 6 months. Achieved Top regional sales for two key products in 2020. Ranked top five nationally for Lixiana sales in 2021
* Developed and maintained relationships with customers and Healthcare Professionals (HCPs)
* Discussed current trends in disease management with HCPs, provided up-to-date data from scientific research and medical information
* Scheduled and delivered clinical presentations to healthcare professionals
* Identified and collaborated with Key Opinion Leaders and clinical specialists in related therapeutic areas to execute Continuing Medical Education (CMEs) and Other Leaning Activities (OLAs)
* Acquired and maintained a robust product to ensure valuable exchange with HCPs and clinical experts
* Prepared insightful business plans and budget proposals, implemented strategies to move key targets up the brand bonding ladder to influence sales outcomes
* Delivered key messages in line with the national marketing strategies and brand campaigns through face to face or virtual interactions
* Communicated effectively with members of the sales, marketing, and medical teams to maximize business opportunities
* Prioritized efforts and resources based on an in-depth understanding of the territory, market trends and customer preference for effective segmentation, targeting and budgeting
* Developed and implemented strategies based on information gathered from territory sales data analysis

**Associate Marketing Manager (Volunteer Experience) Mar 2019 – Sep 2019**

**Psicom Solutions**

* Business Analysis - Handled national data sources, collation, and analysis, to develop customer and business insights. Developed and implemented marketing strategies based on the results of these analysis and existing market dynamics
* Product Launch - Drafted a Go-To-Market plan for the SwiftGrade digital platform; implemented plan to achieve business development objectives
* Customer trainings, onboarding, and development - Developed technical training manuals as well as conducted teachers’ and students’ training as required. Onboarded new local schools to increase the number of users on the SwiftGrade platform
* Led ongoing reviews of business processes and developed optimization strategies. Effectively communicated business insights and plans to cross-functional team members and management and performed user acceptance testing
* Handled promotional events and designed marketing tools, including brochures, leave-behinds, and newsletters for the sales development team
* Kept organized records of marketing metrics and results of past campaigns. Prepared regular sales forecasting reports
* Developed and monitored campaign budgets for scheduled activities like advertisements, marketing meetings and presentations
* Identified trends and insights and optimised spend based on periodic performance and insights
* Utilized strong analytical abilities to evaluate end-to-end customer experience across multiple channels and customer pain points

**Business Development Consultant – Sales and Marketing Dec 2015 – Mar 2019**

**Servier Pharma.**

* Achieved 54% growth in sales for assigned products during the first business year (2016). Achieved 104% on sales target between Oct 2018 to Mar 2019. Also achieved the top regional sales for assigned product, 126% on sales target, during this period
* Product Launch - Led and executed three regional product launches with their respective go-to-market plans - May 2016, June 2018, and Nov 2018
* Marketing and Product Management - Handled projects to enhance product development. Actively involved in product development processes, content development for promotional materials and products’ presentation slides
* Handled regional data sources, collation and analysis, to develop customer and business insights. Developed and implemented marketing strategies based on the results of these analysis and market dynamics
* Business Development - Handled the activation of major business sales channels, developed and executed product launch plans. Identified and developed five major sales account which contributed 14% to the regional sales business, maintained them in addition to pre-existing accounts
* Mentored junior associates on business planning, strategic thinking, product calls and product presentation. Played a major role in the on-boarding process of new employees within the district
* Identified, developed, and nurtured Key Opinion Leaders (KOLs) in Cardiology, Neurology, Nephrology and Endocrinology to support company’s strategic objectives
* Ensured efficient customer segmentation, targeting and budget management to optimize resource prioritization, strategic planning and technical business analytics
* Negotiated and implemented the Servier Nigeria Patient Assistance program; this facilitated strategic access to Servier brands (anti-diabetics and antihypertensives) for over 3,000 indigent patients in the first 3 months (2017)

**Sales Specialist Feb 2014 – Nov 2015**

**GlaxoSmithKline (GSK) Pharma.**

* Championed the regional initiation of the Scientific Course for Pharmacist Education (SCOPE), a prerequisite for license renewal, in collaboration with GSK and the Pharmaceutical Society of Nigeria (PSN)
* Built and maintained value-based relationship with healthcare professional and other valuable customers to promote product positioning and develop business
* Prepared action plans, business plans and schedules for specific target markets; made strategic input on activities regarding pricing, promotion and distribution
* Managed and drove account penetration across multiple functions, ensured a minimum of 15% year to year growth in line with company’s strategic direction. Negotiated sales contracts
* Developed consumer insights and market insights from regional business analysis to support brand planning and strategic thinking in a highly competitive market

**Marketing Associate Aug 2011 – Oct 2013**

**Psicom Solutions**

* Managed daily administrative tasks to ensure the Marketing department ran smoothly
* Conducted market research to identify new opportunities and ran daily follow ups as required
* Gathered and analyze consumer behavior data. Created reports on marketing metrics based on these analysis and data
* Assisted with organizing promotional events. Coordinated with the Marketing Design and Content teams to create advertising material (brochures and newsletters)
* Kept organized records of results of past campaign and prepared forecasting reports

# Education

**Digital Marketing Graduate Diploma (On going) 2022 - 2022**

McMaster University

**Certificate in Data Analytics (On going) 2021 - 2022**

University of Toronto

**Master of Business Administration (MBA), Marketing 2014 - 2016**

Enugu State University of Science and Technology (ESUT Business School)

**Bachelor of Pharmacy 2005 - 2011**

University of Nigeria

*(Equivalent to Bachelor of Pharmacy in Canada as evaluated by Pharmacy Examining Board of Canada)*

**Professional Development/Certifications**

Council for Continuing Pharmaceutical Education, Canada (CCPE) **2021**

Certified DevOps Professional **2021**

Presenting Like a Professional **2018**

(Advanced presentation skills and slide development training)

GSK Customer Engagement Framework **2017**