

Ikpila Erastus Doorumun

No 15, Joseph Ayo Street,
Opposite Gyado Villa, Gboko Road Makurdi.
Tel: 08068064029,08059055333
Email: erastusikpila@gmail.com

EDUCATION

2008 - 2012 **Federal university of Agriculture.** **Makurdi, Benue**
B. Eng. Civil Engineering (Second Class Honors)

Final year modules:

- Structural analysis
- Geotechnical engineering
- Water resources
- Transportation, and construction management

2006 **Diploma in Computer application** **Makurdi, Benue**

Achieved Certificate in Computer Applications

2000 - 2006 **Government Model School** **Makurdi, Benue**

Achieved National Examination Council
Senior School Certificate (O levels)

ACQUIRED PROFICIENCY

2024 **Global Certificate of Entrepreneurship** **Victoria Island, Lagos**
Certificate of Competence in entrepreneurship

2023 **Artificial Intelligence (AI) Basic Boot camp** **Victoria Island, Lagos**
Certificate of Competence in Artificial Intelligence (AI)

2015 **National Productive Health and HIV/AIDS Prevention, Care Project** **Enugu**
Certificate of Peer Education Trainer.

2015 **Association of Entrepreneur And Technologist Nigeria (ASETnig)** **Enugu**
Professional Certificate in Project Management.

2015 **International Institute of Risk & Safety Management (IIRSM)** **Enugu**
Professional Certificate of Competence in HSE, Safe & Unsafe Auditing, Basic Fire Safety, First Aid & CPR, Occupational Health, Environmental & Waste Management and Industrial Security.

RELEVANT EXPERIENCE

March 2023 – 2024 Leisure Investment Capital (Vertigo/Blow fish hotel) Lagos

Marketing Manager/ Customer Support (Online & Land-base)

- **Develop & Implement Marketing Strategy:** I design marketing plans to promote products, services, or the company itself.
- **Campaign Management:** I oversaw marketing campaigns from ideation to execution, analyzing results for improvement.
- **Market Research & Analysis:** I conduct researches to understand target markets, competitor strategies, and industry trends.
- **Content Creation & Management:** I developed engaging content (written, visual) for various marketing channels.
- **Budget Management:** I allocate and manage marketing budgets effectively to maximize return on investment (ROI).
- **Team Leadership:** I lead and managed marketing teams, delegating tasks and ensuring project completion.
- **Data Analysis & Reporting:** I tracked and analyze marketing performance metrics, presenting reports to stakeholders.

March 2018 – 2023 Leisure Investment Capital (Sheraton Hotel) F.C.T, Abuja

Customer Support (Online & Land-base) / Marketing Officer.

- **Public Relations:** Manage public relations efforts to build and maintain positive brand image.
- **Market Research:** Conduct research to understand target markets, competitors, and new trends.
- **Brand Management:** Develop and maintain a strong brand identity.
- **Product Development:** Contribute to product planning and positioning.
- **Marketing Strategy:** Create and implement marketing strategies to achieve business objectives.
- **Advertising:** Develop and manage advertising campaigns across various channels.
- **Sales Support:** Provide support to the sales team through marketing materials and collateral.
- **Customer Relationship Management:** Manage customer relationships through marketing initiatives.
- **Analytics:** Track and analyse marketing performance to measure effectiveness.
- **Budget Management:** Manage marketing budgets within allocated funds.

Relationship Manager.

- **Client Relationship Building:**
 - Develops strong, long-lasting relationships with high-net-worth individuals and corporate clients.
 - Understands clients' financial goals, risk tolerance, and investment preferences.
- **Financial Product and Service Sales:**
 - Cross-sells a wide range of financial products and services, including loans.
 - Advises clients on the most suitable financial solutions based on their needs.
- **Portfolio Management:**
 - Manages clients' investment, ensuring they align with their financial objectives.
 - Monitors market trends and makes appropriate adjustments to portfolios.
- **Risk Management:**
 - Helps clients assess and manage their financial risks.
 - Provides guidance on risk mitigation strategies.
- **Client Service:**
 - Provides exceptional customer service, responding promptly to client inquiries.
 - Ensures that clients' needs are met in a timely and efficient manner.
- **Compliance:**
 - Adheres to all relevant regulatory requirements and bank policies.
- **Team Collaboration:** Works closely with other team members, to provide financial solutions

Peer Education Trainer.

- **Curriculum Development and Delivery:** Develop and deliver training materials to equip peer educators with the knowledge and skills needed to effectively educate their peers.
- **Support and Mentorship:** Provide ongoing support and guidance to peer educators to help them succeed in their roles.
- **Program Evaluation and Improvement:** Assess the effectiveness of peer education programs and make necessary changes to improve their impact.
- **Community Engagement and Advocacy:** Build relationships with community organizations and advocate for policies that support peer education.
- **Ethical Standards and Guidelines:** Ensure that peer educators adhere to ethical standards and guidelines in their work.

ADDITIONAL SKILLS

- An excellent background in customer relationship management (CRM) models operandi
- Competent in the use of Microsoft Office Suite.
- **Adaptability and Flexibility:** Respond and adapt to developing challenges and obstacles when under pressure calmly and logically to develop working solutions in a timely manner.
- **Stress Tolerance:** Perform and oversee multiple individual tasks simultaneously during work projects, ensuring quality and efficiency while remaining within deadlines.
- **Willingness to learn:** With the ability to quickly learn and apply new hospitality trends to the position. Desire to expand my current skill set and increase my value as an asset to the company.

INTERESTS

- **Trending customer's interest:** I enjoy keeping up-to-date with the latest customer relationship management (CRM) trends, and I am particularly keen on understanding how they can be adapted.
-
- **Reading:** I have a keen interest in literature both for researching academic studies and as a dedicated past time.

REFEREES

1. Mr. Agu Paul Tilekaa

Former Managing Director, Benue Investment Company, makurdi.
08039396009

2. Engr. Terhemba Agber

President of Nigerian Association of Engineers and Senior Engineer at Benue State University, Makurdi
07035505280

3. Mr. Ayughtse Tervershima

Office of the Permanent Secretary, Benue State Government House, Benue state.
08065709177