

Henok Berhanu

Customer Support, Digital Marketing, SMM

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📍 Addis Ababa, Ethiopia

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📅 1994/09/01

🏳️ Ethiopian

♂️ Male

Profile

Dedicated to the intersection of technology and finance, I'm currently immersed in the dynamic world of blockchain and cryptocurrency. Fascinated by the potential of fintech to revolutionize traditional financial systems, I'm passionate about staying abreast of industry trends and developments.

With a keen interest in Ethiopia's macroeconomic landscape, I'm closely following the evolution of the capital market and exploring opportunities within the securities exchange and investment banking sectors. My goal is to leverage my knowledge and skills to contribute to the growth and development of Ethiopia's financial ecosystem.

Professional Experience

2022/11 – present
Addis Ababa, Ethiopia

Customer Service Officer

Addis International Bank 🏦

- Supported the development and execution of 6+ multi-channel marketing campaigns for Addis Bank, focusing on new product launches and driving customer acquisition.
- Provided exceptional customer service, consistently exceeding satisfaction ratings and resolving customer inquiries daily.
- Built strong customer relationships by proactively addressing concerns and offering personalised solutions.
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- Developed clear and concise reports, visualising key performance indicators for branch operation department.

Education

2018/09 – 2021/11
Adama, Ethiopia

Accounting And Finance

Unity University

- GPA: 3.37
- Captain of graduation committee
- English club vice president
- Facilitator of sponsorship for charity club




Skills

Customer Support	● ● ● ● ●	Communication	● ● ● ● ●
Affiliate Marketing	● ● ● ● ●	Data Analysis	● ● ● ● ●
Product Marketing	● ● ● ● ●	Social Media Strategy	● ● ● ● ●
Email marketing	● ● ● ● ●	Reporting	● ● ● ● ●
Content Creation	● ● ● ● ●	Digital advertising	● ● ● ● ●
SEO/SEM	● ● ● ● ●	AI driven content AI	● ● ● ● ●
AI solution	● ● ● ● ●		


Languages

- English
- Amharic

Certificates

Google Ads - Measurement Certification 	Basic use of Google Workspace for Education Fundamentals 
Google Ads - Measurement Certification	Basic use of Google Workspace for Education Fundamentals
Blockchain and P2P Fundamental Beginner	McKinsey Forward Program 

Organizations

2023/07 – present Addis abeba, Ethiopia	Ethiopian Youth Entrepreneurs Association (EYEA)  <i>Volunteer</i> <ul style="list-style-type: none">• Work closely with social media influencers like Tiktok, YT, IG to advertise the EYEA brand.• Budgeting for events and campaigns.• Work closely with printing companies, branding companies, and venue rental companies.
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