

No 144, Asiri –Abo Street, Odo-Oba Via Kudeti, Molete,Ibadan.

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ADENIYI, OLUWATOSIN MERCY

PERSONALITY

- Team player with exceptional interpersonal, communication & Presentation skills.
- Adaptability to new technology and typically determined to follow through on difficult demands.
- A dedicated and dynamic person with penchant for hardwork and also possess a personal drive for quality and efficiency with a result oriented approach to duties.
- Ability to take initiative and work effectively as part of a team.
- Ability to work under pressure with little or no supervision.

BIO-DATA

Nationality : Nigerian
Marital Status : Married
Date of Birth : 15th August, 1982
Sex : Female
State of Origin : Ekiti

SUMMARY OF EDUCATIONAL QUALIFICATIONS

- 2009 The Polytechnic, Ibadan
 Higher National Diploma (Marketing)
 Lower Credit
- 2004 Federal Polytechnic Ede, Osun State
 National Diploma (Business Studies)
 Lower Credit
- 2000 National Examination Council
 Senior School Certificate

PROFESSIONAL QUALIFICATIONS

- 2017 National Institute of Marketing of Nigeria (Associate member)

OTHERS

- ❖ Diploma in Word Processing, Desktop Publishing & Elementary Graphics
- ❖ Microsoft Office Excel, Word and Power Point

EXPERIENCE

- University Press Plc,
Three Crowns Building,
Jericho, Ibadan

Post: **Publicity Supervisor**

Date: **2006-till date**

DUTIES PERFORMED

- Mounting of Exhibitions.
- Marketing of Company's products.
- Provision of after Sales service.
- Periodic Sales Promotion.
- Compilation of Customer Data base.
- Handling Customer Complaints and Objections.
- Designing of Advert materials.

SEMINARS ATTENDED

- Essentials of Book Marketing

Organiser : Nigerian Publishers
Association

Venue: NPA Book House,
Jericho, Ibadan.

EXTRA-CURRICULAR ACTIVITIES

- ✚ Reading, Travelling & Meeting People

LANGUAGES

- English and Yoruba

WRITE UP/RESEARCH WORK

- ✓ The impact of Market Segmentation on Marketing Effectiveness.
- ✓ Food Quality Improvement and Customers 'Satisfaction.
(A case study of Sumal Co Ltd, Ibadan.)

REFEREES

1. Mr Oluwakayode Adeniyi
First Bank Nig Plc,
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2. Mr Aliyu O.Mohammed
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