**Omotayo Jaiyesimi hnd, mba, aciin, animn**

8, Moses Adebayo Street, Off Adebowale Street, Ojodu, Lagos

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**Profile**

An adaptable, organized and self-motivated individual who works effectively in a team or on my own initiative with capabilities in paying attention to details; I have a clear, logical mind with a practical approach to problem solving and a drive to see things through to completion

**Education & Qualifications**

**Associate of the Chartered Insurance Institute of Nigeria (ACIIN)** - 2016

The Chartered Insurance Institute of Nigeria

**International Organization for Standardization** - 2013

Certified internal auditor - *ISO 9001-2008*

**Master of Business Administration (PGDM & MBA) - *International Marketing*** *-* 2007

University of Calabar, Calabar, Nigeria

**Associate of the National Institute Of Marketing Nigeria (ANIMN)** - 2006

National Institute Of Marketing Nigeria

**Higher National Diploma (HND) in Public Administration** - 2001

The Polytechnic, Ibadan

**West African Senior School Certificate Examination (WASSCE)** - 1996

**Professional Affiliations & Membership**

Associate Member -The Chartered Insurance Institute of Nigeria (CIIN)

Associate Member - National Institute Of Marketing Nigeria (NIMN)

Certified internal auditor - International Organization for Standardization (*ISO 9001-2008*)

**Work Experience**

**Employer:** LASACO Assurance Plc, Lagos, Nigeria

**Dates:**  April 2014 - Present

**Designation/Department:** Head, Branding/Corporate Communications

**Duties:**

* kicked off brand rejuvenation and product repositioning
* Built analytics reports using insights extracted from various online platforms
* Ensure the increase of site traffic and conversion KPI’s with targeted SEO strategies
* Development of a brand manual
* Ensure consistency in all below the line communication and above the line communications
* Effective implementation and execution of various marketing communications campaigns plans
* Train colleagues on how to use various marketing communication tools in carrying out email marketing, newsletters and online content management
* Successful Coordination of Annual General meetings
* Successful improvement of various literatures and other forms of communication
* Creation and delivery of press releases, media relations content, executive bios, corporate newsletter content and social media content
* Develop new quality standards for better quality performance and reliability
* Supervise management of email marketing campaigns
* Coordinate new website design and its update
* Media relations

**Work Experience**

**Employer:** LASACO Assurance Plc, Lagos, Nigeria

**Dates:** January, 2012 – April, 2014

**Designation/Department:** Branch Head, Marketing (LASG Alausa Relationship Office)

**Duties:**

* Developed marketing and sales territory, built strong client relationships within a highly competitive environment through networking and incentive programs.
* Oversee and perform marketing functions within the Lagos State Government Complex
* Developed innovative products and enhancement of same to meet the needs of the clients, pricing
* Relationship management
* Insurance Underwriting and Claims handling
* Automated internal systems to increase efficiency and effectiveness of colleagues resulting to client satisfaction
* Negotiated alliance with major agency of government, resulting in increase in business volume at the branch
* Accomplished dynamic results by modeling flexibility, responsiveness to customer needs, and an enthusiasm for continuous improvement
* Fostered teamwork that motivated my colleagues to achieve given targets

**Work Experience**

**Employer:** LASACO Assurance Plc, Lagos, Nigeria

**Dates:** May, 2008 – December, 2012

**Designation/Department:** Training & Development Executive, Human Resources

**Duties:**

* Successful setting up of the training unit and the first HR staff to carry out effective in-house trainings using infographics
* Identified training gaps, developed training and development solution for staffers
* Compliance with all training regulatory bodies. i.e. ITF etc

**Work Experience**

**Employer:** LASACO Assurance Plc, Lagos, Nigeria

**Dates:**  February, 2004 – May, 2008

**Designation/Department:** Underwriter, Motor Department

**Duties:**

* Underwriting of various Insurance policies and claims handling.

**Achievements**

* Smart decision making on acceptance or non-acceptance of risks
* Prepare survey report on inspection of risks placed
* Effective reconciliation of policy accounts
* Improved resolution of client issues
* Updated information on the software database thereby enabling effective decision making
* Improved Turn-Around-Time on underwriting and claim processing

**Work Experience**

**Employer:** National Bank of Nigeria (Wema Bank)

**Dates:**  February, 2003 – May, 2004

**Duties:** Graduate Trainee/Sales canvasser

* Relationship Management
* Product Development & identification of new areas of business.
* Met a set target of N4million on a daily basis consistently

**Skills/Strength**

* ***Tools:*** Excel, word, power point, Google analytics, digital newsletter tools, Hootsuite, Yahoo Gemini, google package, basic knowledge of CorelDraw
* ***Competence:*** Underwriting of Insurance, Application of Integrated Marketing & Digital Marketing solutions, Brand Management and Facilitation of Training.
* Strong Communication, Excellent report writing skills, Organizational and Leadership Skills, Ability to develop self and others, Flexible, Team player, Highly Driven, Persistence, Resourceful, Energetic, Assertive and Professionalism
* Analytic, Decisiveness and Good Judgment; Creative Problem Solving and Negotiating Abilities
* Adaptable, Self-Starter, Self-Motivated, Talented, Smart, Meticulous and Result-Oriented
* ***Languages:*** English, pidgin and Yoruba

**Trainings Facilitated**

* Brand Management for startups
* ISO 9001 – 2008 (Quality Management Systems)
* Business Model Generation
* Introduction to Insurance and Claims Management
* Brand book essential tool for organizational growth
* The Brand idea
* Presentation of various marketing communication
* Developing Product and Brand Strategy

**Personal Interests**

* Reading, Listening to Music, Travelling and Meeting People

**References**

Available upon request