

## Contact

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(LinkedIn)

## Top Skills

Microsoft PowerPoint

Google Analytics

Banking and finance

## Certifications

Introduction to Data Analysis using  
Microsoft Excel

React Hooks: useEffect, useContext,  
useReducer, Layouteffect

Web Development fundamentals

NFT

Use Basecamp for Project  
Management

# Joseph Egbedi

Chief Executive officer @ Brandverse Ventures | Blockchain  
Consultation | Creative Management | Product Branding | Mobile App  
Development | Smart Contract Creation | Branding | Advertising &  
Marketing

Lagos, Lagos State, Nigeria

## Summary

A highly strategic blockchain consultant and product branding enthusiast skilled in product marketing, and program management. Extensive team management background with broad experience developing and tackling complex products, developing and administering large budgets, and leading creative teams to deliver innovative products on time and on budget. Very skilled communicator and writer with extensive marketing and business plan development experience.

With a record of identifying and capturing opportunities to gain market share, grow demand, elevate brands, and engage target customers. Proven ability to study the market, customer, and competitor trends, define business opportunities, craft growth strategies, and lead multi-channel campaigns that produce bottom-line results.

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## Experience

Brandverse Ventures

3 years 2 months

Chief Executive Officer

January 2021 - Present (3 years 2 months)

Chief Executive Officer

January 2021 - Present (3 years 2 months)

Blockchain Consultation, Creative Management, Product Branding, Mobile App Development, Smart Contract Creation, Branding, Advertising & Marketing

Brandverse

Chief Executive Officer

January 2021 - Present (3 years 2 months)

- Spearheading the development, communication, and implementation of effective growth strategies and processes.
- Evaluating service policies and functions thus recommending proposals for changes.
- Continually expanding responsibilities with overall divisional general management, hands-on strategic planning and execution, customer service development, personnel management, operations, and divisional purchasing.
- Leading operations and strategic direction with full responsibility for bottom-line factors, including long-range planning, infrastructure improvements, and service delivery.
- Determining the delegation of responsibilities and duties to the proper project personnel by efficiently determining each individual's strengths and weaknesses.
- Providing purpose, direction, and motivation through a humanistic approach to leadership; creating a positive work environment that increases productivity and morale.
- Managing the performance evaluation process to ensure reviews accurately reflect the level of service provided, teamwork, performance, and overall contributions.

Dailyfactview.com

Author

January 2014 - Present (10 years 2 months)

T Magnate integrated LTD

Sales Representative

January 2015 - December 2020 (6 years)

- Provided customer service support to clients by obtaining, analyzing, and verifying the accuracy of order information in a timely manner.
- Led the Customer service and Sales team and improved the quality of customer service as a whole through KPIs and indicators to ensure continuous improvement.
- Maintained the KPI reports for the following elements on customer complaints, response time to customers, conflict resolution, lead generation, and lead conversion rates.
- Ensured that potential inquiries are followed up within 24 to 48 hours and involved reporting manager in crucial negotiations and discussions.
- Ensured 100% of quotas meet the format requirement accuracy is maintained.

- Provided ongoing staff development relating to technical duties, product knowledge, and risk management.
- Achieved 95% client satisfaction and a great feat towards internal communications and appointment scheduling and thus drove efficiencies that facilitated data-based strategic decision-making and interaction.

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## Education

Lagos state university of science and technology  
Banking and finance · (January 2017 - November 2019)

The Polytechnic, Ibadan  
Banking and finance · (January 2013 - January 2015)