

## Nicole Hendah

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## Professional Summary

Project coordinator and strategic marketing leader with 5+ years' experience guiding product launches and brand growth for fintech, edtech, proptech and energy companies across Africa and the UK. Skilled at turning insight-driven plans into clear project schedules, mobilising cross-functional teams, and delivering measurable results on time and within budget. Featured in **TechPoint Africa's** *Women Driving Innovation in African Fintech* for spearheading Kalabash's SplitPay launch.

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## Professional Experience

### Octopus Energy Group Ltd, London, UK

*Project Coordinator · On-site · Full-time*

**January 2023 – Present**

- Coordinate cross-functional teams (engineering, operations, compliance) delivering smart-meter and renewable-energy roll-outs worth £5 m+.
- Build and track detailed project schedules in MS Project and Jira, maintaining >95 % on-time task completion.
- Identify risks, create mitigation plans, and present fortnightly status reports to senior leadership, reducing project delays by 18 %.
- Manage supplier contracts and purchase orders, ensuring spend stays within agreed tolerances and resolving invoice queries within two working days.
- Facilitate daily stand-ups and retrospectives, promoting continuous improvement and clear communication across UK field offices.

- Introduced a lessons-learned register that cut onboarding time for new coordinators by 25 %.

## **YADAN Ventures, Abuja, Nigeria**

*Head of Marketing · Remote · Full-time*

**January 2024 – Present**

- Devised and executed an integrated go-to-market plan that increased brand visibility by 40 % and lead generation by 30 % in 12 months.
- Positioned YADAN Ventures as a proptech leader through targeted content, events and strategic partnerships.
- Mentored a distributed team of 10 marketers, instilling a data-first culture and clear accountability.
- Secured collaborations with agencies, media outlets and influencers, expanding market reach by 25 %.
- Provided market intelligence and growth forecasts to executive leadership for strategic decision-making.

*Product Marketing Manager · Remote · Full-time*

**July 2023 – December 2023**

- Directed demand-generation plans for new housing developments, raising sales by 20 %.
- Aligned product, sales and marketing functions around unified personas and value propositions, lifting engagement by 15 %.
- Optimised campaign ROI by 10 % through rigorous A/B testing and budget allocation.

*Marketing & Digital Communication Executive · Remote · Full-time*

**January 2023 – June 2023**

- Managed all digital channels, ensuring consistent voice and brand guidelines.
- Implemented CRM segmentation and personalised email workflows that lifted social engagement by 30 %.

- Built influencer and community programmes that grew brand awareness by 25 %.

*Entry-Level Digital Marketer · Remote · Full-time*

**October 2022 – December 2022**

- Supported multi-channel campaigns that delivered a 15 % conversion boost and generated roughly US \$2 m in revenue.
- Conducted market and competitor research to refine targeting and creative direction.

## **Trident Microfinance Bank, Abuja, Nigeria**

*Social Media Manager · Remote · Full-time*

**August 2020 – September 2022**

- Managed and grew social channels, adding 35 % new followers with tailored, audience-first content.
- Ran influencer collaborations that lifted brand awareness by 25 % and engagement by 20 %.
- Created monthly content calendars and executed paid campaigns that raised revenue by 10 %.
- Cultivated relationships with brand advocates and media partners, strengthening reputation.

## **Consulting & Project-Based Engagements · Remote**

**Kalabash (SplitPay) — Digital Growth Consultant, June 2020 – December 2020**

- Led the go-to-market plan for SplitPay, combining behavioural segmentation with multi-channel tactics to drive a 65 % user-adoption surge in six months.
- Localised creative into Pidgin English, raising completion rates by 23 %.
- Campaign featured by *TechPoint Africa* (Oct 2020).

**Founders Factory Africa / ALX — Brand Growth Strategist, January 2022 – June 2022**

- Designed onboarding journeys that increased learner enrolment by 25 %.
  - Built performance dashboards in Mixpanel and Google Analytics to inform rapid A/B iterations.
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## Education

**York St John University** — MSc Digital Marketing (2021)

*Dissertation:* “Leveraging Behavioural Segmentation in Digital Campaigns for Emerging Markets”

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## Skills

- **Project & Operations:** Project Coordination, Risk Management, Stakeholder Communication, Agile & Scrum
  - **Marketing & Growth:** Brand Strategy, Product Marketing, Behavioural Segmentation, Multi-Channel Campaigns
  - **Tools:** MS Project, Jira, Mixpanel, Google Analytics, Meta Ads Manager, Figma, Webflow, Intercom, Mailchimp
  - **Data & Analytics:** SQL, Databricks, A/B Testing, Dashboarding
  - **CRM:** HubSpot, Salesforce
  - **Content & Communication:** Copywriting, Social Media Management, Influencer Engagement
  - **Languages:** English (Fluent)
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## Recognition & Publications

- Featured in *TechPoint Africa*'s "Women Driving Innovation in African Fintech" (Oct 2020) for SplitPay campaign leadership.

## **Publications**

- "Driving Fintech Adoption in Emerging Markets: Lessons from the Kalabash SplitPay Campaign" – Medium (2023)
- "Building a Scalable Brand for African Edtech" – ALX Blog (2022)