

OTUGBO JOSEPH EDACHE

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PROFESSIONAL SUMMARY

A dynamic professional with proven experience in sales, education, and tech. Equipped with strong leadership, communication, and digital skills. Adept at blending education with modern technologies to drive growth and impact.

SKILLS & CORE COMPETENCIES

- Sales Management (4+ Years)
- Teaching & Educational Administration (2 Years)
- Frontend Development: HTML, CSS, JavaScript, GitHub (6 Months)
- Video Editing (3 Months)
- Google Ads & Digital Marketing (3 Months)

EXPERIENCE SUMMARY & IMPACT Sales Manager — 4+ Years

Led a regional sales team, built strong customer relationships, and exceeded monthly sales targets by 30% using personalized marketing strategies and team coaching.

Impact: Revenue grew steadily for 12 months; improved client retention by 45%.

Teacher (Certified by TRCN) — 2 Years

Delivered effective lessons using visual aids and tech tools, and organized academic workshops to boost student engagement and performance.

Impact: 75% of students improved test scores; promoted digital literacy.

Frontend Developer — 6 Months

Created responsive websites using HTML, CSS, and JavaScript. Managed source code with GitHub and deployed mini projects.

Impact: Enhanced project delivery speed by 40%; improved UI/UX satisfaction from users.

Video Editor — 3 Months

Edited social media content and promo videos for small businesses using CapCut and Premiere Pro.

Impact: Increased viewer engagement by 60%; shortened production time.

Google Ads Specialist — 3 Months

Built and managed search campaigns, optimized CPC rates, and created ad creatives that matched user intent.

Impact: Increased ad click-through rate (CTR) by 70% in first month.

A passionate, detail-oriented individual ready to bring creativity, strategy, and results to your team. Let's build something impactful together.

EDUCATION

Cross River University of
Technology

- B.Sc. Educational
Administration and
Planning — Second Class
Upper Division
Cross River State,
Nigeria

MARCCONNECT TECHNOLOGY

INSTITUTE

- Completed hands-on
training in Frontend
Web Development
- Gained foundational
knowledge in digital
tools and online
branding

HOBBIES & INTERESTS

- Content creation &
storytelling
- UI design & web layout
inspiration
- Watching educational
videos and
documentaries
- Exploring new digital
tools & trends