

NDUKA WILLIAMS OJI

PUBLIC RELATIONS AND COMMUNICATIONS.

NDUKA WILLIAMS OJI is a proactive Social Business Analyst, with over 5 years expertise in strategic thinking, data analysis, community engagement, business development social media management and global client relationship management. He holds a B.Sc Hons in Sociology from Delta State University, and an emerging Quantum data Analyst with Diploma in Data Analysis from Skill ahead academy Port-Harcourt and QA NG, he has consistently delivered a measurable growth across various domains including data analytics i.e;

The HR Attrition project with an annual attrition rate of 25% of total over 200 employees (50 employees/year), average cost per hire \$300,000 (recruiting, onboarding and training cost) total pre-project hiring cost \$15,000,000/year, including \$9,000,000 post-project over-head costs. Productivity loss per vacant role \$500,000, after implementing strategy, attrition reduced to 15%, (30 employees/year) net reduction 20 employees/year, saving \$6,000,000 in hiring cost and \$10,000,000 productivity cost, saving over \$16,000,000 naira in total expenditure.

The Green Agro Financial dashboard which focused on 100 farmers in 10 states highlights total sales of \$419.76M, Total profit \$ 84.29M with a (20.08% margin), Total Units Sold 70.520 across 530 orders and 26 customers. Profit Trends grew steady from \$14M in September to \$29M in December showing strong end of year performance. Top performers Lagos (Ocean Fishery) led with \$15.1M profit, followed by Delta (Blue-Sea Fisheries, \$13.8M). Floating Fish Feed (\$18M) was the most profiting product category. Regional & Category Performance; The south Zone contributed the most profit (\$36M). Fish-related products generated \$47M, outperforming poultry and livestock.

As a Relationship Manager Executive at Optiva Capital Partners he successfully managed portfolio of over 50+ clients, achieving a 27.5% increase in client retention rates through tailored global investment solutions and strategic wealth management. While working as a Stock and Financial Supervisor at Validivar Fertilizer, he implemented strategic business development initiatives that boosted client acquisition by 45% and securing a partnership with the Agricultural Procurement Agency {DAPA} a key distributor in the Agricultural sector.

During his tenure as Operations & Compliance manager at Soku-P Dredging and Real-Estate, he optimized operational workflows, reduced processing times by 35% while ensuring compliance with regulatory Standards.

He has also gained experience as a class Assistant during NYSC and part time Operations Officer at OTC Automobiles skilled in the use of OBD2 & Lunch diagnostic scanners in servicing of Seplat company modern Hilux, including a couple of Startup Volunteer roles with Fintech by Fair-Money which facilitated community engagement initiative that increased stakeholder participation by 20%. He also partnered in the successful launching of Nwabuaku Business Enterprise, leading dealers and distributors of cellophane {Nylon} proof products for packaging and logistics, catering for business-to-business {B2B} clients across multiple industries. Through his strategic efforts, the business onboarded over 37 major clients within the first year, achieving a 25% year-over-year growth in sales volume. His expertise in business development and supply chain management ensured timely delivery, optimized logistics and reducing operational costs by 15% while increasing customer satisfaction rate by 25%.

As a Business Management Professional, Nduka specializes in strategic and ethical operations aimed at maintaining company values and increasing sales in adherence to safety protocols. He currently holds a one-year Masters Degree partnership scholarship with University of Hull Business School UK in business law and Politics. He is a member of the Nigerian Anthropological & Sociological Practitioners Association {NASA}. His career reflects a strong focus on strategic business development infused with Quantum Analytics, Public relations, and relationship building with experience across multiple industries including Finance and Technology.

Nduka is known for his creativity, commitment to excellence and ability to take calculated risk to achieve business goals. The passion for his work and the development of business and global wealth retention for the benefit of mankind is contagious and he inspires those around him to strive for greatness and global relevance.

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ndukawilliams682@gmail.com

08036417086 or 09046872906.