Queenesther Umoh

37 Owoduni st. Coker Surulere Lagos

[umohqueenesther@gmail.com](mailto:umohqueenesther@gmail.com)|08145758671

**Profile**

Enthusiastic Digital Marketing Strategist and Social Media Manager eager to contribute to team success through hard work, attention to detail and organizational skills; good marketing strategies and proficient digital skills. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvement to consistently save costs while increasing profits, motivated to learn, grow and excel

Skills

Business Operations | Communication and Writing | SEM Strategy Development | Digital marketing Strategy | Sales Experts | Social Media Activities | Customer Service

Education

BSc. Human Nutrition and Dietetics **2015- 2021**

Other Certification

**Google Digital Skills for Africa July 2020**

**Entrepreneurship: Business Idea to Action June 2020**

(Kings College London)

**Digital Marketing Strategy May 2020**

(University of Leeds)

**Communication and Interpersonal Skills June 2020**

(University of Leeds)

**Business Management Strategy September 2020**

Work experience

Gadget Harbor: March 2020 - February 2021

Social media manager

**Gadget harbor:** is an online store involves in distribution and sales of premium gadgets and accessories

* Developed marketing content such as blogs, promotional materials and advertisements for social media.
* Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
* Curated and segmented editorial content to increase engagement and channel growth.
* Analyzed competitor pages to locate back-link and keyword opportunities.
* Utilized techniques such as cold calling, networking and prospecting to develop new leads.
* Devised strategies and road-maps to support product vision and value to business.
* Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.

**Rose Beauty Lounge: June 2018 - February 2020**

Customer service representative

**Rose Beauty Lounge** is a beauty hair salon which specializes in making beauty products and creative hairstyles, Makeup, skin care products and Spa

* Oﬀerred exceptional service and support to walk-in and scheduled customers.
* Provided multifaceted services to career professionals by running errands, managing mail, scheduling appointments and arranging transportation
* Entrusted to handle confidential and sensitive situations in professional matter
* Studied advanced techniques to develop proﬁciency and better serve customers.
* Produced accurate office files, updated spreadsheets and crafted presentations to support executives and boost team efficiency.
* Answered high volume of phone calls and email inquiries, and handled payment transactions to maintain accuracy and payment processes.
* Promoted products and services on social media platforms to increase reach, engage with potential clients and showcase service portfolio

**Home king Investment Limited December 2015 - May 2018**

**Sales Representative**

**Home king Investment** is a manufacturing company that specializes in the production and distribution of household products.

* Met frequently with technical, product management and service personnel to stay current on company oﬀerings and business policies.
* Implemented marketing strategies and techniques, increasing revenue and customer satisfaction.
* Utilized eﬀective communication and active listening skills to create client rapport to grow proﬁtability.
* Recommended accurate and eﬀective solutions to customers after identifying problems.
* Communicated with customers to understand needs and recommend appropriate solutions.
* Broadened territories and negotiated successful contracts by seeking out new clients and utilizing leadership skills.
* Boosted brand awareness, implemented promotional campaigns and employed sales tactics and drove business development through proactive networking and relationship- building strengths

Voluntary Work

**Lagos State Food Bank** **November 2018 - present**

Worked in fighting hunger, reducing food waste and solving the problem of malnutrition through targeted programs to improve nutrition and food intake of pregnant women, infants and adults who are unable to get adequate nutrition

Languages

* English (Full Working Proficiency)
* Ibibio (Strong Native Proficiency)
* Yoruba (Quite Fluent Proficiency)

Reference

* **Mr Emeka Chukwudum**

HOME KING INVESTMENT

08087742895

* **Mrs. Udoh Rose**

ROSE BEAUTY SALON

08034414495

**Miss Ogu Chidera**

GADGET HARBOR

0907395838