

YEVA ALESSA

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EDUCATION

- **BSc (Hons) in Management Information Systems, First Class. American Institute of Africa (AIA), Togo (2023)**

PROFESSIONAL EXPERIENCE

HAGITAL CONSULTING

OCTOBER 2024 – PRESENT

E-COMMERCE SALES REPRESENTATIVE

- Manage the e-commerce value chain from confirming orders to delivery to the client.
- Handle social media promotion of the company's digital product – content creation.

SWIFTLY BUSINESS SOLUTIONS

MARCH 2023 – SEPTEMBER 2023

CUSTOMER INFORMATION ANALYST

- Orchestrated surveys and questionnaires to gather valuable insights into customer behavior and preferences.
- Conducted in-depth data analysis to uncover customer trends and behaviors, contributing to a 15% increase in customer retention.
- Generated detailed reports and delivered presentations to senior management, enabling informed decisions on customer engagement strategies and business initiatives.

IKEJA ELECTRIC PLC, LAGOS

MAY 2022 – OCTOBER 2022

INTERNSHIP

- Used Excel to compile and analyze daily employee requests submitted to the Information Technology department, identifying trends the IT service management unit utilized to address recurring issues. These insights contributed to developing a new enterprise application aimed at resolving technical challenges such as application support for employees.
- Managed database and information tasks for the Database Administrator, employing SQL to

query the company's database for data retrieval and storage.

- Developed a single-page website using HTML, CSS, and PHP, enabling authorized users to upload their work reports to a new database. The reports were accessible on demand and downloadable by authorized users based on their permission levels.
- Participated in application development meetings with the enterprise application unit, contributing by supplying essential big data for the company's new application. This involved extracting, cleaning, and organizing data using Excel before uploading it to the Database Administrator.
- Collaborated with IT help desk technicians to gain hands-on experience maintaining the company's ICT hardware devices.

SKILLS HIGHLIGHTS

TECHNICAL SKILLS:

Business Intelligence
Database Management
Data Analysis
Database Design
IT Project Management
Information Management
Full-stack Web Development
Digital Marketing
Product Development
MS Excel
SQL

SOFT SKILLS:

Customer Service
Effective Communication
Planning & Execution
Problem-Solving
Flexibility, Agility, Adaptability
Time Management
Teamwork

LANGUAGE:

English
French

RELEVANT TRAINING

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| <ul style="list-style-type: none"> • IBM Data Analyst Certificate, Coursera(ongoing) • Business Analytics with Excel: Elementary to Advanced, Johns Hopkins University, Coursera (2024) | <ul style="list-style-type: none"> • Front-End Web Development COKA IT Learning Institute, Benin Republic (2021) • Mentorship Program, American Institute of Africa, ICT Department, Togo (2021 – 2023) | <ul style="list-style-type: none"> • Fashion Industry Essentials Program, Parsons School of Design, New York (2019) |
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RECENT PROJECT

- **E-Commerce Store Development**
(2024) ○ **Business Name:** Discount
Gadgets ○ **Status:** To be hosted soon
 - **Description:** Led the development of an e-commerce platform for Discount Gadgets, focusing on user-friendly design and seamless functionality. Managed front-end and back-end development teams to ensure timely delivery and integration of payment gateways. Conducted usability testing and implemented enhancements based on user feedback to optimize the shopping experience.