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# MICHAEL ONYEKA NNELI

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## PROFESSIONAL SUMMARY

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Driven professional with exceptional leadership qualities and strategic planning capabilities. Skilled in operational management and team development, demonstrating ability to drive business growth and streamline processes. Eager to leverage these competencies to make significant contributions in achieving growth, offering strong strategic planning capabilities with background in team management and operational oversight. Knowledgeable about enhancing productivity, fostering positive work environments, and driving continuous improvement. Ready to use and develop communication, problem-solving, and decision-making skills.

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## WORK HISTORY

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**General manager, 11/2018 - 11/2023**

**Divine Crown Nigeria Limited - Onitsha, Anambra, Nigeria**

- Maintained smooth-running business operations by delegating priorities to staff abilities.
- Making sure great customer service is provided
- Identifying innovative growth opportunity, as well as developing and implementing growth strategies
- Led and managed administrative staff to maintain smooth daily operations.
- Handled negotiations with outside vendors and service agencies to meet group needs.
- Established clear budgets and cost controls strategies to meet objectives.
- Analysing accounting and financial data
- Represented organisations at seminars, conferences and business events.
- Developed organisational policies for administrative oversight and internal controls.
- Oversaw facility maintenance and allocated needed resources to meet standards.
- Planned revenue generation strategies designed for growth.
- Coordinated hiring, recruitment and training strategies to build successful administrative team.
- Organised financial and operational data to help with yearly budgeting and planning.
- Designed and implemented training to further develop staff based on business goals.

**Customer relations, online/offline advert manager, 10/2017 - 10/2018**

**Divine Crown Nigeria Limited - Onitsha, Anambra state, Nigeria**

- Built lasting relationships with clients through customer service interactions.
- Responded to telephone and in-person requests for information.
- Maintained routine communication with clients to assess overall satisfaction, resolve complaints and promote new offerings.
- Set up appointments with potential and current customers to discuss new products and services.
- Increased revenue by acquiring new customers and determining needs to offer relevant products.
- Trained and supported team to develop and manage online sales processes.
- Photographed items for product and lifestyle imagery to heighten customer appeal.
- Optimised sales methods to best engage, acquire and retain customers.

- Advertised merchandise on Facebook, Instagram and Google to grow customer reach.
- Conducted regular market assessments to stay current on trends and maintain readiness for changes.
- Generated ideas and concepts for paid ad content, monitoring spend against performance for continued profit improvements.
- Coordinated and managed paid marketing campaigns on different platforms, carefully overseeing results to deliver maximum ROI.
- Followed current online shopping trends to inform purchasing decisions.
- Prepared and presented online sales reports to demonstrate annual growth.
- Maintained high feedback ratings through enhanced customer service.
- Led management and strategic development for online retail presence.
- Organised special sales at specific times to drive customer engagement and move high volumes of products.
- Managed creation of attention-grabbing, engaging and viral digital ads.
- Boosted public image for target audiences using multiple engagement platforms.
- Compiled content for various communication channels.
- Built positive, productive relationships with media outlets to maximise brand exposure.
- Conducted market research to better understand key customer segments.
- Improved brand coverage across various platforms through strategic advertising campaigns.
- Developed advertising tactics and implemented new solutions for increased brand awareness.
- Devised innovative advertising and marketing programmes for improved brand awareness.
- Negotiated improved advertising prices to bring campaign costs under budget.

#### **Warehouse manager, 01/2016 - 09/2017**

##### **FIDCYM Aluminium Manufacturing Co. Ltd. - Asaba, Delta state, Nigeria**

- Improved warehouse layout to maximise storage space.
- Managed warehouse inventories, suggesting and implementing ideas to improve product movement processes.
- Monitored warehouse safety and swiftly resolved hazards.
- Delegated tasks and coordinated warehouse workflow to support continuous productivity.
- Reported daily warehouse performance data and updated company logs.
- Liaised with customers and other departments to plan timely transportation of goods.
- Coordinated dispatching of transport vehicles distributing goods across Nigeria
- Enforced safety measures and proper use of PPE.
- Reviewed purchasing, storage and distribution practices in line of industry advancements.
- Directed daily operations to achieve maximum output and reduce costs.

#### **Class teacher, 01/2015 - 10/2015**

##### **National youth service scheme - lokoja, kogi**

- Adapted teaching methods and materials to meet students' varying needs and interests.
- Planned and organised classrooms that consistently facilitated positive learning experience.
- Worked collaboratively with other teachers to review data and develop instructional strategies to address student learning objectives.
- Collected, analysed and tracked data on student progress.
- Created lesson plans and scheduled each day to promote maximum student learning and enrichment.

- Planned lessons according to national standards to cover all requirements and prepare for standardised tests.

**Administrative assistant**, 11/2014 - 10/2015

**National Youth Service Scheme** - Lokoja, Kogi State, Nigeria

- Handled incoming calls for staff, answering questions, directing calls and documenting messages.
- Supported staff with administrative needs for photocopying, faxing and filing.
- Arranged filing systems for easy use and retrieval by personnel.
- Wrote professional letters, emails and memoranda for business communication.
- Sorted and organised different types of information by document type, personnel or location.
- Examined, scanned and input documents in software system.

**Presiding Officer (Ad hoc)**, 03/2015 - 03/2015

**Independent National Electoral Commisison** - lokoja, Kogo state

- Maintained organisational compliance with applicable legislation and regulations.
- Erected polling booths and organised layouts to enable voter accessibility and secrecy.
- Set strategic plans for smooth voting process

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## SKILLS

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|-------------------------------------|-----------------------------|
| • Leadership and team building      | • Budget development        |
| • Customer service-oriented         | • Employee scheduling       |
| • Recruiting and hiring             | • Goal Attainment           |
| • Business development              | • Customer retention        |
| • Sales planning and implementation | • Organised and efficient   |
| • Coaching and mentoring            | • Sales expertise           |
| • Networking abilities              | • Advertising and marketing |
| • Deadline-oriented                 |                             |

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## EDUCATION

**Master of Science:** Business Management, 01/2024 - 01/2025

**University of East Anglia** - Norwich

**Bachelor of Science:** Accounting, 01/2010 - 07/2014

**University of Porthacourt** - Porthacourt, Nigeria

**West Africa Examination Council (WAEC) Certificate:** Senior Secondary School Certificate, 09/2002 - 06/2008

**Saint Patricks College** - Asaba, Nigeria - National Examination Council (NECO) Certification

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## HOBBIES AND INTEREST

- Traveling, making researches and learning new things, swimming, chess, football and other spot.

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## REFERENCES

References available upon request.