

SALAKO EMMANUEL TOBI

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Lagos, Nigeria

SUMMARY

Results-oriented eCommerce professional with 4+ years of experience in onsite merchandising, customer service, and digital campaigns. Skilled in optimizing product placement, improving conversions, and enhancing user experience on platforms like Jumia Nigeria. Proficient in data analysis, A/B testing, and cross-team collaboration to drive sales and engagement. Strong communicator focused on customer-centric, innovative solutions.

CAREER HIGHLIGHT

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- Developed and implemented data-driven merchandising strategies on the Jumia NG platform, surpassing performance targets by 9% (achieved 109% of goal) in H1 2025, showcasing strong execution, analytical rigor, and results-driven focus.
 - Led the end-to-end restructuring of all educational pages on the Jumia platform, delivering a modernized, user-centric experience that enhanced navigation, engagement, and conversion potential.
 - Designed and executed A/B tests to evaluate the impact of layout changes, strategically prioritizing product visibility over banner content to optimize user engagement and sales performance.

PROFESSIONAL EXPERIENCE

ONSITE MERCHANDISING MANAGER

2023 - TILL DATE

JUMIA NIGERIA

LAGOS, NIGERIA

- **Website & App Merchandising:** Curate and optimize landing pages, regularly refresh homepage content, and manage visual assets to align with promotional goals and enhance user experience.
- **Category Management:** Develop category structures, manage product filters, define sorting/ranking rules, utilize promotional zones.
- **Search Optimization:** Manage site search, analyze search queries, implement search synonyms and rules, resolve root causes for failed searches.
- **Analytics & Reporting:** Leverage data tools to evaluate site and app performance, category effectiveness, search insights, and customer behavior translating findings into actionable merchandising

strategies.

ASSOCIATE ONSITE MERCHANDISER

2022 - 2023

JUMIA NIGERIA

LAGOS, NIGERIA

- Assisting in the execution of digital merchandising strategies to enhance product discoverability and increase conversions.
- Assisted in executing content updates across high-traffic zones of the Jumia website, ensuring alignment with business objectives, promotional schedules, and inventory availability.
- Collaborated with the Onsite Merchandising team to refine product hierarchy, improve search relevance, and enhance user navigation for better product discoverability.

ANALYST CUSTOMER SERVICE REPRESENTATIVE

2020 - 2022

JUMIA NIGERIA

LAGOS, NIGERIA

- Consistently surpassed key performance indicators, including first-contact resolution, customer satisfaction (CSAT), and live chat responsiveness.
- Delivered prompt, friendly, and knowledgeable support across Live Chat and Email channels, earning continuous positive feedback from customers.
- Served as the primary point of contact for customer inquiries, offering professional assistance across phone, email, and chat with a focus on fast and effective resolution.

ANALYST CUSTOMER SERVICE REPRESENTATIVE

2019 - 2020

OPAY NIGERIA

LAGOS, NIGERIA

- Delivered timely resolution of customer issues by accurately identifying concerns and providing appropriate solutions for products and services.
- Responded to customer inquiries across multiple channels, offering detailed product and service information to support informed purchasing decisions.
- Promoted new products and services through telemarketing, contributing to increased customer engagement and revenue growth.

CERTIFICATION

I4GXZURI <i>(Certificate of completion Front-End(Html,Css,Javascript.)</i>	LAGOS STATE, NIGERIA 2023
OLAOLUWA LOCAL GOVT <i>(National Youth Service Corps.)</i>	OSUN STATE, NIGERIA 2018 - 2019
CLASSIC SYSTEMS INFOTECH <i>(Certificate in Data Processing.)</i>	OSUN STATE, NIGERIA 2019

EDUCATION

FEDERAL UNIVERSITY OF AGRICULTURE ABEOKUTA <i>(Bachelor in Agriculture.)</i>	OGUN STATE, NIGERIA 2012- 2018
FEDERAL SCIENCE AND TECHNICAL COLLEGE <i>(West Africa Secondary School Certificate.)</i>	OGUN STATE, NIGERIA 2009

SKILLS AND ABILITIES

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- Analytical Thinking
 - Attention to Detail
 - Communication Skills
 - Time Management
 - Adaptability
 - Collaboration & Teamwork
 - Decision-Making
 - Creativity