



ATIYEYE OMOWUNMI

YEMISI

CRM Manager

Contact Me

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Social Profile

- linkedin.com/in/atiyeye-omowunmi-yemisi
- facebook.com/atiyeye.omo-wunmi?mibextid=zbwkwI
- https://x.com/wunmi_yemisi?t=t6m4c8pprmf08jeuqc2exq&s=09

Other Info

Skills

Interpersonal skills
Empathy
Excellent orator with great presentation skill
Expert attention to details
Active collaboration
Proactive and coaching style leadership skills
Problem-solving and analytical thinking
Client management
Administrative expert



About Me

An experienced, ambitious and result oriented individual with over three years experience in Customer relations, working knowledge in E-commerce, fintech and gaming industry. I am able to work on own initiative or part of a team, identify trends and visualize data for insight on customers engagement, CTR and A/B testing for optimal result on the business.



Experience

Oct 2023 - Till
date

betBonanza | CRM Manager

- *Collecting campaigns from briefs and cross-checking with product and marketing teams to ensure all details are available for campaign execution
- *Set-up communications and send them out through CRM channels across the customer life-cycle
- *Working with CRM tools, including setting up e-mail, SMS, WhatsApp send-outs
- *Keep updated the customer communication calendar as assigned
- *Launching and testing promotions on multiple devices, including promotional landing page creation
- *Quality control of communication content
- *Pulling and organising segmentation lists to prepare for the execution of campaigns
- *Communicating campaign schedules, mechanics to all stakeholders (Marketing team, Customer Service team)
- *Test the quality and functionality of CRM Campaigns
- *Provide basic post data reports on CRM Campaigns
- *Keeping all communications in line with the brand principles
- *Updating the other website content as requested

Feb 2021 - till
date

Patricia Technologies | Customer Experience/Success Officer(Remote/Part time)

Simultaneous execution
Dispute Settlement
Data Visualization
Data Analytics
Microsoft Office Expert

Certificate

Associate Data Analyst by
DataCamp
NYSC certificate

Languages

English, Yoruba

Interest

Music, Travelling learning new
developments

Others

https://instagram.com/wunmi_yemi
[si?igshid=ZGUzMzM3NWJiOQ==](#)

References

Available on request

- *Responding to customers queries in a timely and effective manner, via phone and email(ticket).
- * Handling social media queries by responding to chats(DMs) and comments on the company's Facebook, Twitter, Instagram page.
- *Responding to Google and App store reviews
- *Identifying customer needs and taking proactive steps to maintain positive experiences.
- *Ensuring that all productivity and evaluation metrics(KPI) are met.
- *Escalating customer feedback and IT issues to help improve the company's product
- *Maintain updated knowledge of the organization's products, services, and customer service policies.
- *Devise retention plans
- *Analyzing customer's feedback using Google forms and other tools on product ranges and new releases, and giving recommendations.

Make calls to;

- *Welcome new users and assist them through their onboarding process
- *Ensure customers complaints are completely resolved to boost the department CSAT
- *Communicate with customers in Yoruba due to language barrier.

Achievement: Commended for excellent customer service skills on performance reviews in the year 2022.

Oct 2020 - Dec
2020

Jumia | Customer Service Agent(Intern)

- *Advising present or prospective customers by answering incoming calls, converting inquiries into sales and making outbound calls.
- *Processing customer orders and up-selling and cross-selling products based on identified customer needs.
- *Being the first point of contact for customers.
- *Ability to meet targets and deadlines
- *Teams worked with are telesales, Outbound and Social media.

February 2018 -
May 2018

Laboratory For Interdisciplinary Statistical Analysis(UI-LISA) | Intern

- *The use of Latex and Beamer for presentation
- *Proficiency in the use of SPSS, EXCEL, E-VIEWS & R
- *Data sourcing, manipulation and cleaning.
- *Rendering administrative services and training new interns taken

July 2013 - Sept
2013

National Bureau Of Statistics, Ibadan, Oyo State | Intern

*Sampling Techniques

*Data entry

*Data collecting, compiling, analyzing, interpreting, publishing and disseminating statistical information relating to the socio-economic life and conditions of the people of Ibadan. A case study of Akinyele LG, Shasha, Ibadan

* Market survey(Retail Price; RP),Household survey etc



Education

Sept 2023 - till
date

I4G x DataCamp | Data Analysis In Power BI, Tableau and R

April 2023 - Sept
2023

I4G x Datacamp | Data Analysis In SQL and Python

*Write basic SQL queries

*Group and aggregate data to produce summary statistics

*Join tables and apply filters and sub-queries

*Write functions to explore and manipulate data

*Working with real-world datasets to gain the SQL skills needed to query a database, analyze results, and effectively communicate insights to stakeholders.

PYTHON

*To import, clean, manipulate, and visualize data.

*Hands-on intensive exercises with some of the most popular Python libraries, including pandas, NumPy, Seaborn, and many more. *Python for data analysis and working with real-world datasets to grow data manipulation and exploratory data analysis skills.

*Learning data manipulation, joining data and key statistics skills, like hypothesis testing, sampling Techniques etc

March 2016 - July
2019

University Of Ibadan | BSc Statistics

Sept 2012 - July
2014

Federal School Of Statistics | N. D Statistics



Projects

Jan 2022 - June
2022

Yaba College Of Technology(Undergraduate Project) | The effect of creative accounting on the quality of financial statements

*Used a means of primary data collection to gather data (designed a questionnaire through the use of Google form)

*Export and validate data using spss and excel

*Ran descriptive and inferential analysis on the data with the

use of SPSS

May 2018 - May
2019

**University Of Ibadan(Undergraduate Project) |
Statistical Analysis On The Effect Of Macro-
economic Variables On GDP In Nigeria**

*Used a means of secondary data collection to gather
data(internet)

*Explore the data using charts

*Ran all 5 statistical assumptions for a Linear Regression
model using SPSS