

Munachi Philomena

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Marketer

Objective:

Dedicated and motivated individual seeking an opportunity to contribute to your team .
An organized multi-tasker with a self starter mentality and a positive demeanor while communicating with Clients. Ready to apply my skills and creative mindset to enhance your online presence .website, social media channels, sales and assist with email campaigns.

Education:

Bachelor's Degree- in progress

University of Nigeria, Nsukka , *Major:* Business Administration

Experience:

Dr Heidi Gregory Mina

(Boston, USA)

Brand Representative - (Sept 2023- till date)

- Maintained customer engagement using social media platforms to address enquiries , gather feedback and foster loyalty.
- Conducted presentations to demonstrate and educate customers on the brand's product which amplified sales by 20%.
- Remained up to date with Industry trends and regulations which increased effective communication with customers by 15%.
- Drafted compelling social media contents (Reels and posts) that led to a 15% increase in engagement and a 10% growth in followers after three weeks.

Drea skin care

Delta state, Nigeria

Email marketer and Marketing Coordinator (June 2021- Sept 2023)

- Achieved 35% growth in the company's revenue through providing crucial support and assistance on marketing campaigns , ensuring alignment with target objectives.
- Increased productivity by 45% by assisting Campaign Managers in executing campaigns and maintaining program timelines which resulted in better time management.
- Formatted and uploaded marketing lists to the database, ensuring data accuracy and completeness.
- Reported on digital metrics ,email marketing campaigns and social media insights to check performance.
- Acted as a primary point of contact for campaign approvals, collaborating with Design, Content.
- Worked together with the marketing team to execute email marketing campaigns resulting in 30% increase in open rates and 20% increase in click through rates.
- Collaborated with Campaign Managers and the team to fulfill additional duties as needed.
- Raised company's visibility by 55% through aiding in creating contents (blogs, graphics,emails) , scheduling and engagement tracking.
- Maintained strong Brand image and worked closely as a team to create marketing strategy which assisted in achieving the company's goals.
- Conducted market research to stay up to date with industry trends and support marketing strategies which kept the brand among the top 3%.
- Grew the amount of closed deals by 35% by providing the sales team with marketing materials.
- Optimized campaigns via A/B testing and list segmentation.
- Nurtured leads and promoted products through executing email marketing campaigns.
- Edited Email contents to ensure error free emails.
- Maintained deliverability and compliance with regulation guidelines.

PROJECTS :

Marketer and team leader at Entrepreneur club of St Joseph high school

(Aug 2022- Dec 2022)

- Headed a team to generate a club's capital through one on one and virtual meetings, resulting in a 25% increase in donations.

St Joseph high school(Anambra State , Nigeria)

Sales operations specialist - (August 2022 - August 2023)

- Tracked performance metrics which brought a clear vision of the institution's goals.
- Created and drafted customer's Reports which were used to monitor the institution's ROI (Return On Investment).
- Achieved an impressive sales growth of 50% by means of making outbound calls, following up leads and setting appointments with clients.
- Responded to the customer's inquiry (calls, emails) which solved the problem of unfamiliarity and confusion with the institution's products and services.
- Upheld data hygiene through editing and filtering data using a CRM software.
- Notched up a remarkable 85% in lead generation and qualification through working closely with the sales team to generate leads across various mediums(LinkedIn).
- Developed and sustained relationships with potential customers via phone which expanded closed deals by 25%.
- Augmented customer's satisfaction by 20% through ensuring no customer was treated or addressed unfairly and organizing customer service talks by experts to my team of about five to ten people.
- Coordinated delivery activities to track orders and ensure it reaches customers safely.
- Boosted orders by 25% through understanding customers needs and recommending the right products.
- Participated in training and business meetings which helped me explore my career and work closely as a team.
- Exceeded company's goals by generating more than 50% revenue via sales.
- Facilitated and provided guidance to sales staff throughout the sales cycle.

Skills:

- Attention to details and organizational skills
- Strong critical thinking and problem-solving abilities.
- Excellent communication skills with a passion for engagement.
- Exceptional interpersonal skills for successful collaboration with cross-functional marketing teams.
- Ability to work independently and as a team work
- Time management

- Good phone etiquette

Additional Skills:

- Knowledge of Microsoft Office applications: Outlook, Word, Excel, Teams.
- Familiarity with crafting landing pages and Marketing Automation platforms: Mailchimp, HubSpot.
- Canva (Graphic Designs)
- Social media management and customer care
- Content creation and digital marketing
- Google workspace and analytics
- Content creation
- SEO
- Digital advertising
- Adobe Photoshop
- Internet searching

VOLUNTEER

Researcher at Press club of St Anthony of Padua High School (2016-2020)

Marketer at Entrepreneur club of St Joseph high School

LANGUAGES

Highly proficient in English language

RELEVANT COURSES

Digital marketing

Social media management

Customer relationship management

Advertising