

WORK PROJECT

SALESFORCE CRM



BORDER MANAGEMENT



DATA ANALYTICS

BORDER MANAGEMENT

Role Duration: Jan 2016 – Present | Abuja, Nigeria

- Operated at the intersection of migration governance and national security, analyzing cross-border movements and safeguarding identities.
- Flagged 10+ individuals of interest by collaborating with intelligence units using systems like MIDAS and APIS.
- Ensured data integrity across high-volume passenger records, escalating anomalies per compliance protocols.
- Led weekly data reviews and briefings to aid timely decisions at air and land border checkpoints.
- Trained junior officers on document validation, threat detection, and ethical data handling, strengthening team capabilities.
- Developed a strong interest in technology-driven solutions, exploring CRM systems, cloud platforms, and data analysis for scalable impact.

SALESFORCE CRM

ALX Africa

March 2025 – Present | Remote

- Currently undergoing intensive training in Salesforce Administration, mastering the architecture of Lightning Experience, the logic of Flow automation, and the discipline of data modeling in the context of real business use cases.
- Built customized Salesforce environments with tailored apps, objects, page layouts, record types, and formula fields to reflect user needs.
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- Automated key business processes using Record-Triggered Flows, Validation Rules, and Approval Processes, reinforcing data accuracy and reducing manual input.
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- Managed user access hierarchies with roles, profiles, permission sets, and sharing rules for secure and scalable CRM usage.
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- Executed data import, cleanup, and field mapping exercises using Data Loader and Data Import Wizard, achieving full field-level precision in sandbox deployments.
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- Developed a portfolio Experience Cloud site with CMS integration, responsive layout testing, and guest user configuration, simulating public-facing engagement platforms.

DATA ANALYTICS

ALX-Initiated Project | PowerBI & MySQL Training
April 2025 - July 2025 | Remote

- As part of my MySQL and PowerBI upskilling, I completed a data-driven case study on water access inequality in a fictional African village, Maji Ndogo. Though simulated, this project mirrored real-life community development challenges and honed my analytical thinking.
- Designed a relational database schema in MySQL to capture household data, access points, and water quality metrics.
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- Queried, cleaned, and joined multiple datasets to derive actionable insights and surface geographic disparities in water availability.
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- Visualized the findings using PowerBI dashboards, with charts showcasing regional inequality, household burdens, and areas of intervention.
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- Reflected on how data storytelling can drive policy change, nonprofit strategy, and humanitarian resource allocation—insights I now carry into Salesforce reporting.

Salesforce Lightning | Experience Cloud | PowerBI | MySQL
| Flow Automation | Validation Rules | Reports &
Dashboards | Data Governance | Stakeholder
Collaboration | Change Enablement

