

PRINCESS FRIMPONG

CONTACT

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📍 Manchester, UK

PROFESSIONAL SUMMARY

CUSTOMER SERVICE REPRESENTATIVE

A proactive Master's graduate in Digital Marketing with appreciable experience in Customer Service, Corporate & Retail Banking, Retail Sales, and the marketing Industry. Communicates effectively with staff and customers and works tirelessly to achieve quality standards. Comfortable working in high-pressure, deadline-driven environments, exceeding demands, and driving repeat business. Adaptable and motivated to succeed and contribute to company success.

Linkedin profile:

www.linkedin.com/in/princess-frimpong-b91b5523b

SKILLS

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- **SOFTWARE SKILLS**
- Digital Marketing Software
- Google Analytics tools
- Meta for Business
- CRM tools
- Canva
- **GENERAL SKILLS**

EXPERIENCE

RETAIL SALES ASSISTANT Apr 2023 - Jan 2024

JD Sports, Oxford, United Kingdom

- Guided customers in navigating online and in-store shopping processes, to inform and enhance their overall shopping experience
- Maintained knowledge of products and features to provide recommendations to customers
- Greeted customers and offered assistance with selecting merchandise, finding accessories, and completing purchases as well as offering helpful advice to best meet customer needs.
- Supported shop operations by helping management, meeting personal targets, and upholding policies.

ADMIN/ACCOUNTS OFFICER Nov 2021 - Jan 2023

Ministry of Education/FPMU, Accra, Ghana

- Prepared comprehensive reports summarizing key discussions held during meetings with contractors and their consultants, ensuring accurate documentation of project-related information
- Compiled and organized visual evidence, such as pictorial representations, for various school projects, facilitating transparent communication and record-keeping
- Efficiently assigned codes to payment vouchers, contributing to the systematic organization and tracking of financial transactions
- Established effective communication channels with banks for tasks including cheque deposits, withdrawals, and monthly bank statement requests, ensuring seamless financial operations.

CLIENT ENGAGEMENT ADVISOR Sep 2019 - Oct 2020

Ecobank Ghana, Accra, Ghana

- Managed and updated confidential records in the EcoBank Ghana system
- Provided support services to educate customers on their accounts and manage inquiries
- Assisted customers with integration across the various digital platforms, i.e
- Mobile App and Mobile Money to facilitate seamless fund transfers and foster accessibility and convenience
- Linked customer accounts to the Ecobank mobile app platform
- Collaborated with other team members to create accounts for both individual and corporate clients
- Facilitated the transfer of funds through the usage of SWIFT International transfer
- Maintained transparency in transactions to build customer loyalty and trust.
- Recommended and procured insurance coverage for risk investments to protect customer interests.

EDUCATION

MSC - DIGITAL MARKETING Jan 2024

Oxford Brookes University, Oxford, United Kingdom

- Microsoft Office Suite
- Microsoft Teams
- **RELEVANT SKILLS**
- Digital Marketing
- SEO Practices
- Content Writing
- Email Marketing
- Window display visual merchandising
- Business development
- Sales techniques
- Product knowledge
- Complaint management
- Stock room management
- Customer retention tactics

LANGUAGE

English, Proficient (C2)

BSC - BUSINESS ADMINISTRATION, HUMAN RESOURCE MANAGEMENT

Jul 2019

University of Ghana, Accra, Ghana

ACCOMPLISHMENTS

Online Assistant -Sainsbury's, Oxford, United Kingdom

- Followed the company's online shopping procedures to coordinate customers' shopping processes, leading to a 20% increase in customer satisfaction and a 15% reduction in order processing time.
- I consistently completed scheduled orders within the outlined time frame, meeting target numbers consecutively from the start of my tenure until my resignation. (Feb 2023 - April 2023)

Ecobank Ghana

- During my tenure as a Client Engagement Advisor, I participated in the Free Friday MasterCard Promotion for my branch from July to September. I won gold in July and bronze in August.

CERTIFICATIONS

**HubSpot 10/11/2023 Social
Media Marketing Certification
Course**

**Hubspot 27/10/2023 Email
Marketing Certification Course**

REFERENCES

REFERENCE Available upon
request