

YOMI SAMSON

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A conscientious and professional personal assistant with extensive experience in administration, PA, secretarial roles and human resources, currently seeking a new position as a Human Resources Personnel, Customer Service Representative or Front Desk representative. A highly organised and efficient individual, whose thorough and precise approach to projects has yielded excellent results.

EXPERIENCE

MAY 2019 – TILL DATE

DIGITAL MARKETING EXECUTIVE, DAWIB ASSOCIATES LIMITED

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience

MAY 2019 – TILL DATE

CUSTOMER SERVICE/OPERATION MANAGER, DAWIB ASSOCIATES LIMITED

- Manage large amounts of inbound and outbound calls in a timely manner
- Follow communication “scripts” when handling different topics
- Identify customers’ needs, clarify information, research every issue and provide solutions and/or alternatives
- Seize opportunities to upsell products when they arise
- Build sustainable relationships and engage customers by taking the extra mile
- Keep records of all conversations in our call center database in a comprehensible way
- Update customer data and produce activity reports
- Communicate job expectations; planning, monitoring, appraising and reviewing job contributions
- Plan and review compensation actions; enforcing policies and procedures
- Communicate all operating policies and/or issues at department meetings
- Work closely with MD and management team to set and/or implement policies, procedures and systems and to follow through with implementation.

JUNE 2016 – JANUARY 2018

MANAGEMENT INFORMATION SYSTEM (MIS), PWILL GLOBAL INVESTMENT NIG. LTD

- Organisation of data for the purpose of decision-making, efficiency and external reporting.
- Respond promptly to customers relating to their accounts.
- Creation and up-to-date reports of customer accounts; including cash and/or bank payments, expected, overdue and default charges.
- Prepare expected report, daily, weekly and monthly of customer accounts.

DECEMBER 2014 – MAY 2016

CUSTOMER CARE SERVICE, GREEN LEGACY RESORT

- Presenting a professional and friendly first impression of the firm to all customers.
- Managing large amount of inbound and outbound calls and emails in a timely manner.
- Seize opportunities to upsell products when they arise
- Build sustainable relationships and engage customers by taking the extra mile
- Update customer data and produce activity reports
- Direct requests and unresolved issues to the designated resource
- Follow up on customer interactions.

PROFESSIONAL CERTIFICATIONS

2019

GOOGLE DIGITAL SKILLS, GOOGLE ADS FUNDAMENTALS; GOOGLE

2019

MARKETING ON LINKEDIN; LINKEDIN

2019

ONLINE MARKETING FOUNDATIONS; LINKEDIN

2004

DESKTOP PUBLISHING; NEWCO GLOBAL COMMUNICATIONS

EDUCATION

2014

B.SC, THE FEDERAL UNIVERSITY OF AGRICULTURE, ABEOKUTA

Animal Physiology

2002

WASSCE, KABE COLLEGE

SSCE

SKILLS

- Excellent communication skills, both written and verbal
- Proactive, organised and versatile
- Ability to multitask in a constantly changing environment
- Social media, email and SEM marketing
- Ability to deal with people diplomatically
- Good interpersonal skills

REFERENCE

Available on request