

CHIDERA OLUCHI NWANORIM

ANAMBRA, NIGERIA

+2348110435111 nwanorimchideraoluchi@gmail.com

<https://www.linkedin.com/in/chidera-oluchi-nwanorim-0ba9691aa>

PROFESSIONAL SUMMARY

I am a customer-focused marketing specialist with up-to 6 years of experience in sales and marketing and a solid background in customer support. I have a very skilled understanding of the marketing and sales process who believes marketing is beyond selling products and services but involves understanding and knowing the customer's pain point so as to understand their needs

I have a proven track record of developing innovative solutions and achieving outstanding results which involves regular communications, outbound executive support and establishing a customer loyalty program.

SKILLS AND EXPERTISE

- Marketing and Sales
- Excellent communication skills across all functional levels.
- Knowledge and experience of project management tools like TRELLO, ASANA, CLICK-UP, MONDAY.COM etc
- Adequate knowledge and experience of CRM softwares like HUBSPOT, FRESHDESK, ZENDESK, SALESFORCE and INTERCOM
- Lead Generation with softwares like APOLLO.IO, LEAD SCRAPER and LINKEDIN GENERATION
- Negotiation and Persuasion skills
- Fiercely result oriented individual
- Creativity and Innovation
- Emotional Intelligence
- Team player and resilient individual
- Attention to detail.
- Basic Customer Support skills
- Proficient in Software skills- Ms Word, Excel, PowerPoint, Zoom, Google Meet
- Email marketing
- Telemarketing

WORK EXPERIENCE

09/2023 FINANCIAL ADVISOR (MARKETER)

till date HEIRS LIFE ASSURANCE – ANAMBRA STATE

Currently working with the organization to perform the following roles;

- Conducting frequent research for target audiences, discovering their pain points, and creating enticing marketing strategies and campaigns so as to meet (or exceed) monthly sales quotas which includes video meetings, cold calls, email marketing, and social media advertising, as needed.
- Increased insurance sales by 550% in my first year of employment by implementing a new marketing strategy that focused on building relationships with customers through office visitations and

rendering outbound customer support. As a result of this strategy, the company has been able to build a loyal customer base and has continuously exceeded the company's quota.

- Preparing enticing and tailored insurance offers or packages for prospective clients that fit their specific needs and lifestyles thereby leading to opening and creating of innovative insurance packages for customers
- Customizing insurance packages as needed in order to go the extra mile and further accommodate clients' wishes by constant follow up and offering basic customer support to existing insurance clients and prospective clients

● Monitoring and reporting on the team's performance on marketing campaigns and adjusting strategies to close sales leading to increased and improved output of insurance packages sold monthly by 50%

01/2021 to SENIOR CUSTOMER SUPPORT PERSONNEL

08/2023 CHINEZ INTEGRATED SERVICES – ABIA STATE

Worked with the organization to achieve these goals and carried out the following duties:

- Resolved customer issues promptly thereby creating a positive customer experience leading to an increased positive rating of at least 4 stars on the company's website and social media platforms.
- Provided support through calls, emails and chat ensuring consistent and effective communication chain between the company and its customers leading to loyalty and customer retention by 50%
- Collected customer feedback on the company's products which led to producing more innovative products that were of value to customers, more feasible to produce, and very profitable to the company.
- Provided product information to customers, and ensured customer satisfaction thereby driving sales through the roof.
- Assisted customers with inquiries, troubleshooting issues, providing product information thereby reducing customer complaints drastically and leading to an increase in the company's returning customer base by at least 50%

01/2020 to FRONT-DESK RECEPTIONIST

11/2020 DULUX PAINT CENTRE – ADAMAWA STATE

Worked with the company in performing the roles listed below;

- Notified relevant company personnel of visitor arrival and directing them to the appropriate personnel and department
- Greeting and welcoming visitors in a professional and friendly manner leading to a positive impression of the company thereby helping to build trust between the company and the visitor
- Informed visitors by answering or referring inquiries and helping them feel at ease within the company's environment which helped them to be in a good frame of mind for meetings, discussions or interviews
- Answered, screened and forwarded any incoming phone calls to the relevant company while providing basic information when needed

EDUCATION

10/2020 NATIONAL YOUTH SERVICE CORPS

09/2018 Bachelor Of Science Economics
ABIA STATE UNIVERSITY

09/2014 West African Senior School Certificate Examination
FEDERAL GOVERNMENT GIRLS' COLLEGE

CERTIFICATIONS

02/2024 DIGITAL WITCH ON DEMAND IT SKILLS TRAINING

06/2022 JOBBERMAN SOFT SKILLS COURSE