

OGECHUKWU LYDIA OLINYA

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Address: House No 5, Opposite Emeth Church Lugbe Across, Airport Road, FCT-Abuja.

PROFESSIONAL SUMMARY

Motivated Marketing Associate impressively handling multiple and simultaneous marketing responsibilities. Good at identifying promotional opportunities, implementing cost-effective marketing initiatives and performing extensive market research and analysis. Quick learner with a passion for achieving clients' goals by utilizing strong leadership and communication abilities.

KEY COMPETENCES

- Analytical thinking
 - People management
 - Negotiation skills
 - Good Oral and Written communication skills
 - Teamwork
 - Creativity
 - Attention to detail
 - Listening skills
 - Decision making
 - Planning and Organizing
 - Protocol and logistics support
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EDUCATION

B.SC (Biology) Cross River University of Science and Technology.

November, 2018

WORKING EXPERIENCE

DSE (Direct Sales Executive)

UBA PLC, Abuja.

January, 2021 - Present.

- Conducting market research to identify selling possibilities and evaluate customer needs.
- Actively seeking out new sales opportunities through networking and social media.
- Setting up meetings with potential clients and listening to their wishes and concerns.
- Cross-selling of the Bank's product and services

Marketing Executive

One Network Integrated Links Ltd, Abuja.

March, 2020- December 2020

- Conceiving and developing efficient and intuitive marketing strategies.
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.
- Initiate and control surveys to assess customer requirements and dedication.
- Run social media channels (e.g Twitter, Facebook and LinkedIn) to enhance audience engagement.
- Report to marketing manager about goals, sales and prospects.
- Set up meeting with potential clients to negotiate and close deals.

Administrative Assistant

Ministry of Education (NYSC), Lafia, Nasarawa

July, 2019 - March 2020.

- Actively involved in carrying administrative and clerical tasks.
- Preparing and editing letters, reports, memos and e-mails.
- Scheduling meetings, appointments and executive travels.
- Answering phone calls and taking of messages.
- Liaising with teams and units.