

JENNIFER OLEFORO

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Personal Profile:

A hardworking and reliable individual with experience of working in target driven customer service and sales environments. A conscientious team player with excellent communication skills with the ability to deal with difficult situations.

EMPLOYMENT HISTORY

Aug 2019- Date

**Business Strategist
Rejuvenee Spa and Wellness Centre**

Roles and responsibilities include;

- Formulating new strategies for the companies
- Implementing existing strategies
- Development of the company's products
- Providing input to cost management

SUMMER 2018

**Production Operative
Thornton & Ross Limited (Huddersfield, UK)**

Roles and responsibilities included;

- Ensuring barcodes and labels on products are correct
- Filling and packing of products on production lines with capability speed of 130

Achievements:

Developed strong working relationships with a close team of six other colleagues

Jan - Dec 2017

**Business Development Officer
Sonora Capital And Investment Limited (Lagos, Nigeria)**

Roles and responsibilities included;

- Managed the company's relationship with Cadbury, Unilever, Coca-Cola and grew the business by 20%
- Manage new and existing customers to ensure revenue growth within my portfolio
- Researching and developing new product to differentiate our offering
- Work with marketing teams to develop strategic/tactical sales and marketing plans
- Act as focal point in the field for pricing of products and services within my product range

Achievements:

- Developed and implemented a customer contact plan for the organisation within 12 months. The company had customers that were not contacted/engaged with for several years. The plan/process identified customers that were lapsed but engaging with competitors with a potential to generate up to 30% revenue.
- Grew my customer portfolio value by over 25%, exceeding my target of 5%

Dec 2015 – Nov 2016

**Trainee News Editor
Traffic Radio 96.1fm (Lagos, Nigeria)**

Roles and responsibilities included;

- Write and review news reports before broadcast, ensuring grammar and information accuracy, as well as, flow and timing.
- Develop radio exciting programme content and material to engage with audience
- Worked as part of the programming team to develop programming schedules (short, medium and long term)
- Coordinate with colleagues in the newsroom and other departments to define priorities for each day.
- Worked with customers and marketing agencies to ensure programme or advert contents are relevant, and conform to broadcasting regulations.

Achievements:

- Developed good communication, programme management skills
- Two programmes I worked on were nominated for best radio shows

July – Sept 2014

**Customer Service Officer (Part-Time) (Lagos, Nigeria)
CIFA Enterprises Ltd**

Roles and responsibilities included;

- First point of contact for new and existing customers
- Manage and process customer enquiries and problem resolution
- Liaise with operational teams on project status and communicate accordingly with customers
- Maintaining relationships with existing costumers

Achievements:

- Worked with an agile IT team to develop a software programme that gave the customer service team visual on project updates. This allowed customer service team to provide real time information to customers when querying project status

July - Sept 2013

Eko 89.7FM (Corporate Affairs Division) (Lagos, Nigeria)

Roles and responsibilities included;

- Develop marketing and communication plans
- Writing and producing publications such as internal newsletters, leaflets and annual reports
- Maintaining company website and web content
- Worked as part of a team to organize corporate events and conferences

Education and Training:

University of Huddersfield

Jan 2018 – Jan 2019

Msc Marketing communications

Redeemer's University

Sept 2010- July 2015

B.sc History and Strategic studies

Maryland comprehensive secondary school

Sept 2005 – May 2010

Qualifications achieved include GCSEs in English and ICT

