

# Andy Tobe Okere

D.O.B: 08/03/76

Sales & Marketing  
Graphic Designer  
Videographer



## Contact

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## Languages

English  
Yoruba  
Igbo

## Hobbies

- Travelling
- Video Editing / Content Creation
- Photography
- Graphic Designs
- IT Coding/Programming

## Summary

**Senior Sales & Marketing Manager** with over 15+ years of experience, specializing in promotional sales, brand campaign and product advertisement. Experienced with graphic and video design projects. Well-versed product content skills which includes pre-press executions in marketing material budgeting. Strong understanding of the trends and language structure background in sales and marketing project management in Nigeria and a good customer relations in over 25 states in Nigeria.

## Skill Highlights

- Project management
- Strong decision maker
- Complex problem solver
- Creative design
- Innovative
- Service-focused

## Experience

**Sales & Marketing Manager** - 09/2017 to 03/2023

**JESCO Lube**, Port Harcourt

Developed and implemented marketing strategies resulting in a 45% increase in sales revenue and 25% increase in brand awareness

- Led a team of 5 marketing and 8 sales professionals to execute successful marketing campaigns across multiple channels.
- Conducted market research to identify new opportunities and adjust strategies accordingly.
- Successfully coordinated between the sales and marketing teams to create targeted audience and improve lead generation efforts.
- Managed budget and allocated resources effectively.
- Analyzed product campaign performance and made data-driven decisions to optimize future campaign projects.
- Implemented new sales-marketing processes and training programs resulting in increased efficiency and productivity.
- Developed and maintained very strong relationships with key clients and partners.
- Created and executed targeted campaign with promotional items across multiple channels, including social media and print.
- Directed and conducted marketing research to identify market needs, competition and tactics.
- Constantly changing market approach formula and style via seasons.

## Experience (2)

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**Sales & Brand/Manager** - 04/2013 to 08/2017

**Namco Global Nigeria Limited**, Lagos.

I helped in the sales, brand marketing and distribution of BRILA A+ vehicle tires in Nigeria. With the company, importing from China, I hired a team (5 people) and established the strategy to develop the footprint for sales and branding with this team in more than 15 states, and over 40+ distributors in NIGERIA was successfully achieved.

**Graphic Artist/Videographer/Social Media Marketer**

– 11/2009 to 08/2017.

**Namco Global Nigeria Limited**, Lagos.

Collaborate with marketing and sales team on all projects and maintained excellent communication. Supervise & Design daily posts for organization's Instagram account and oversaw its growth from 0-200 followers in 1 month. Assist with the design of a 50 page manual, utilizing Adobe-InDesign and Photoshop. Created various digital ads to help increase connection with customers on Facebook, Instagram & Twitter. Developed images for main website utilizing Adobe-InDesign, CorelDRAW, Filmora Pro and Photoshop. Researched brand standards of various manufacturing companies and made sure designs met the stated requirements. Managing, producing and designing projects from brief to fulfilment. Designing & creating marketing & e-marketing materials on a range of projects. Ensuring consistency in a client's corporate and promotional brands. Presenting finalised ideas & concepts to clients, colleagues and senior managers. Creating original artwork for short and long term projects. Working with a range of media, including photography, to create final artwork. Designing pitches and presentations for the sales teams. Keeping up to date with new software, post-production techniques & industry trends. Producing graphic content for site re-skins, page layouts, email designs, site graphics & static & Flash banners.

**Sales Representative** - 01/2003 to 10/2009

**May & Baker Nigeria Limited**, Lagos.

Worked as a team leader under the FSM (Field Sales Manager). Coordinating a section of the Lagos zone. My team handled sales, product campaign and distribution of Mimeo noodles to our managed distributors across the zones. I handled budgetary allocation for the team logistics such as sales vehicle fueling, repairs, promotional and souvenir, etc., hence increased sales revenue by 35%+ on annual basis.

## Education

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Bachelor of Science: **Industrial Chemistry** - 2001  
**Federal University of Technology, Owerri**

## Certifications

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### Consumer Relationship Training Courses

#### Leadership and Management Skill

**Advanced Diploma Certificate on Sales and Marketing Management (ISMMN)**

**Advanced Diploma Certificate on Visual+ Media Management**  
Programming Language: **Coral Draw, Photoshop, Adobe Creative Suite, Filmora.**

#### Market Strategy & Tactics Programs

**Google Data Science on Machine Learning** (certificate): ***In-view***  
Programming Languages: **Phyton**