




CHIDOZIE J. HEART

MARKETING SPECIALIST

 chidozieheart@gmail.com

 +234 707 213 5502

 Lagos, Nigeria.

SUMMARY


Dynamic Marketing Specialist with over 10 years of proven success in driving revenue growth and brand visibility. Expert in digital marketing, SEO, content strategy, and campaign management. Renowned for innovative approaches, data-driven decisions, and exceptional leadership skills. Adept at fostering client relationships and delivering impactful marketing solutions. Ready to leverage extensive experience to achieve outstanding results for your organization.


WORK EXPERIENCE


<div>Senior Sales & Brand Communications Manager</div> <div>2021 – Present</div>	<div>Bloomclicks Advertising Agency</div> <div>Responsible for identifying market opportunities, Developing strategic partnerships, Driving sales growth through various influencers and affiliate partnership programs.</div>
<div>Brand & Communications Manager</div> <div>2021 – Present</div>	<div>Grey Logistics Inc [Nigeria Kenya Cote'Ivoire]</div> <div>I enhanced brand visibility, managed PR campaigns, and streamlined communication strategies, driving customer engagement and trust. Successfully increased brand awareness and ensured cohesive messaging across all platforms.</div>
<div>Assistant Country Manager</div> <div>2017 – 2020</div>	<div>Goldkeys Technology</div> <div><ul style="list-style-type: none">Managed every aspect of the brand's expanding operations in Nigeria.Liaised with regulatory agencies on compliance matters.Negotiated with vendors and service providers.Acted as sales manager and built a sales force of over ten staff nationwide.Increased marginal sales by 77% in two years through cross-selling IT services.</div>
<div>Brand Manager</div> <div>2014 – 2016</div>	<div>Recare Ltd.</div> <div><ul style="list-style-type: none">Created and implemented brand activation plans.Increased brand knowledge by over 56%.Drove sales through innovative brand solutions.</div>
<div>Activation and Sales Executive</div> <div>2012 – 2014</div>	<div><ul style="list-style-type: none">Optimized and tracked campaign variables to meet objectives.Worked with the sales manager to deliver planning strategies.Kept abreast of market knowledge of cosmetic brands</div>
<div>Sales Executive</div> <div>2011 – 2012</div>	<div>Locks & Switches Ltd.</div> <div><ul style="list-style-type: none">Increased sales for the company.Promoted company products and services.Planned and coordinated marketing activities.</div>

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EDUCATION

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M.B.A. in Logistics and Transportation Mgt (In View)

Rome Business School

2023 – 2024
- 

Diploma in International and Local Cuisine

Longpan Culinary School

2021
- 

Diploma in International and Local Cuisine

Longpan Culinary School

2021
- 

Diploma in Digital Marketing

Orange Academy

2020
- 

B.Sc. in Marketing, Second Class Upper

University of Nigeria, Nsukka

2006 –2010
- 

Diploma in ICT Training

AfriHUB

2007
- 

Senior School Certificate (SSCE)

West African Examination Council

2004

SKILLS

- Customer Service Skills
- Excellent Verbal Communication Skills
- Ability to Remain Calm in Stressful Situations
- Public Safety and Security
- Culinary Skills
- Haircare Skills
- Interpersonal Relationship
- IT Skills
- Leadership Skills
- Management Skills

INTERESTS

- Networking
- Acquiring New Skills
- Cooking
- Travelling
- Reading

LANGUAGE

English (Excellent)

Igbo (Good)

REFERENCE

Available on Request.