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## Banabas Anyanwu

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### Objective

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I am looking for a challenging job with a rapidly growing organization that can provide me with a range of goals and job objectives. I am coming with skills that will prove to be of value to the organization and contribute to the overall profitability. It is my desire to be presented with challenging opportunities and roles that will motivate me to improve and add to my skills.

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### Personal Details

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- Marital Status : Single
- Nationality : Nigerian

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### Skills

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- Copywriting
- Interpersonal Communication
- SEO & SEM
- Teamwork
- Adaptability
- Content Marketing
- Microsoft office tools use
- Digital Marketing
- Video Production
- Graphics Design

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### Experience

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- **First-class Healthy lifestyle** January 2021 - Present  
Marketing Consultant
  - Lead generation: Carried out market analysis and generated qualified leads from our target market.
  - Prospect qualification: Qualified the generated leads into prospective clients
  - Closing deals: When to clients' houses for health presentations and deal closing.
  - Led a team of 11 in the marketing department and generated 7 million in 5 months
- **Coiff ng** February 2019 - July 2019  
Content writer
  - Wrote engaging weekly content for the company website and social media pages.
  - Carried out Research on interesting topics around the business and developed creative content on them to keep the organization's customers engaged and informed.
- **Hephzibah Eye care** December 2018 - February 2019  
Intern
  - Prepared weekly accounting reports.
  - Maintained an up-to-date inventory of stock.
  - Participated actively in company marketing and customer acquisition.
  - Fully involved in customer services including call reception and mediation of arising issues of dissatisfaction.

- **Urbane Culture Entertainment**

September 2018 - May 2019

Public Relations Officer

- Managed media and publicity for the organization.
- Created interest-arousing and attention-grabbing content for any social activity being organized.
- Worked with the team to develop plans for hosting social events on and off campus.

- **Utiva**

December 2016 - August 2018

Digital Media Team Lead/ Campus Ambassador

- Managed the social media platforms.
- Wrote content for the social media platforms.
- Managed a team of 6 in marketing and increased students participation in trainings by 72% in 3 months.
- Reviewed and edited content submitted by other team members from 4 other institutions before posting.

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### Education

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- **Lagos State University**

Biochemistry

2019

4.40

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### Achievements & Awards

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- Utiva Hall Of Fame: Inducted into the first Utiva Hall of Fame for outstanding contributions and for leading my team to increase student participation in Lagos State University by 60%.
- Google Digital Skills For Africa: Awarded a certificate of participation in this Digital Skills training organised by Google after completion of the course and passing the assessment examination.
- Head Of Corpers & CDS President: Managed corps members' welfare and affairs in my PPA. Handled any conflicts arising among the corpers or with the community thus ensuring completion of our service year without incidents. Organized sensitization exercises for CDS.
- Project Management Professional: Awarded an international certificate by International Project Management Association(IPMA) after successfully completing the course and passing the assessment.
- Saladmaster Sales Certification Awarded for demonstration of competence and excellence during my six weeks sales training session.

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### Interests

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- UX/UI Design
- Sales funnel development
- Football(Hobby-Played in teams)
- Machine learning & AI



BANABAS ANYANWU