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# CHINENYE UMEH

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## PROFESSIONAL SUMMARY

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I am Chinenye, a dynamic Business Strategy and Development Manager with nearly 4 years of experience in Marketing, Business Development, Growth, Strategy, Media, and Execution. I excel at driving business growth and crafting impactful marketing solutions for corporate organizations and small businesses.

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## WORK HISTORY

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### Business Strategy Manager - 01/2023 – Current

#### Redtech Consulting (Diceytech) - London

- Established strategic partnerships with leading tech companies, communities and influencers, broadening the platform's network and increasing opportunities for emerging tech talents.
- Collaborated with cross-functional teams to optimize platform functionality, user experience, and customer support.
- Contacted and converted over 5 new potential retail customers monthly via telephone, email and enquiries.
- Drew on understanding of key markets to push development of business strategies.
- Coached team to build client relationships and exceed sales targets.
- Implemented innovative pricing structures and value-added services, leading to 30% growth in clientele within the first 4 months.

### Business Development and Marketing Executive - 09/2021 - 12/2022

#### Jocaro Nigeria Limited - Port Harcourt

- Conducted market research to identify potential clients and assess market demand for alternative power solutions
- Pioneered and delivered 100% growth target on the company's social media and Google page, engaging with online communities and driving online lead generation
- Represented the company at industry events and trade shows to showcase products and services, fostering brand recognition
- Successfully generated leads and closed sales deals for generators, solar systems, tower lights, and transformers
- Assisted in the expansion of the company's client base and market reach, contributing to a 5% increase in sales revenue within my first 6 months
- Created and designed all company marketing materials like pitch decks, proposal, SLA, Flyers, and festive Felicitations all through my time at the company
- Facilitated partnerships with companies, communities, media and influencers to broadening the brand's reach

### Business Development Manager, 04/2020 – 06/2021

#### Shecluded – Lagos

- Conducted market analysis and identified target sectors to maximize the reach and impact of growth loans and insurance products
- Successfully negotiated partnerships with key stakeholders, including financial institutions and government agencies, to enhance service offerings and increase market penetration.
- Collaborated with the marketing team to execute effective promotional campaigns, raising brand awareness and attracting new clients.
- Played a pivotal role in increasing the loan portfolio by 10% during my tenure, contributing to the economic advancement of female-led businesses in Nigeria.
- Created and designed all company marketing materials like pitch decks, proposal, SLAs, Introductory eBooks ensuring the success of all our partnerships and lending
- Proactively addressed client concerns and feedback, delivering exceptional customer service and maintaining a high level of customer satisfaction.

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## SKILLS

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- Project Management
- Partnership Development
- Market Analysis
- Relationship Management
- Business Strategy
- Digital Marketing
- Business Document Writing
- Leadership

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## ACADEMIC CREDENTIALS

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Bachelors of Engineering (Second Class Upper – Electrical and Electronics Engineering)  
**Enugu State University of Science and Technology - Nigeria**

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## PROFESSIONAL CREDENTIALS

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REDx Certification for Young Executives in Communications, Media and Management Program - JAN-FEB 2020  
**RED Media Africa**

2 months Advanced Program on Business Management - APRIL-JUNE 2020  
**Harvard Business School Online**

Forward 2022 - JULY 2020  
**McKinsey Academy**

Digital Ad Certificate - IN VEIW  
**Digital Ad Expert**