

EKENEDILICHUKWU OKAFOR

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Ambitious and detail-oriented professional with diverse experience spanning business operations, financial and marketing management, with experience in medical laboratory services. Demonstrates strong expertise in strategic planning, customer relationship management, diagnostic testing, marketing and account administration. Proven ability to improve workflow efficiency, drive revenue growth, maintain accurate financial records, and ensure precision in laboratory analysis through strict adherence to protocols. Recognized for proactive problem-solving, articulate communication and a dependable work ethic committed to leveraging cross functional expertise to enhance organizational performance and contribution to business management and healthcare outcomes.

WORK EXPERIENCE

Exclusive outlet

11/2023 - 05/2026

Clothing Brand Co-owner and Manager

Bisola Durosini, Lekki

- Created and implemented effective marketing strategies to increase brand recognition and drive sales.
- Estimated materials and labor required to complete various job duties.
- Reviewed financial transactions for correct authorization and budgeting.
- Created marketing campaigns to increase brand awareness and customer loyalty.
- Successfully managed daily operations of a business, including human resources and financial.
- Investigated and resolved customer complaints regarding quality or service.
- Maintained up-to-date records to accurately catalog all business transactions.
- Identified new market opportunities and developed strategies for business expansion.
- Established relationships with vendors, suppliers, customers, and stakeholders to create a win-win scenarios for the company.
- Partnered with co-owner to develop and implement long-term strategic plans for company growth.
- Organized trade shows to showcase new collections and build relationship with potential buyers.
- Implemented cost reduction strategies to improve profitability while maintaining quality standards.

Multi-choice Company

02/2023 - 09/2023

Marketing Manager

Ikeja, GRA. Lagos.

- Collaborated with team members to develop and execute marketing strategies based on organizational goals and priorities.
- Cultivated and maintained relationships with clients and partners.
- Planned and implemented digital media campaigns, supporting lead generation and brand reputation initiatives.
- Generated content for website, blog posts, press releases and social media accounts.
- Evaluated customer feedback to drive product improvement.
- Shared marketing information and strategy with sales team.
- Attended and participated in industry events, shaping marketing and communication initiatives.
- Contributed to brand message development, driving brand consistency across platforms.
- Built relationships with influencers and industry professionals to expand reach.

Federal mortgage bank of Nigeria

11/2021 - 10/2022

Account Assistant

Lagos Island, Lagos

- Handled customer inquiries related to account balances or payments.
- Performed various bookkeeping tasks such as coding invoices, entering data into ledgers.
- Processed and reconciled accounts payable and receivable transactions.
- Managed general ledger accounts and generated monthly financial statements.

- Tracked inventory levels, updated stock records, and monitored supplier performance.
- Monitored daily cash flow activities including deposits, withdrawals, transfers.
- Developed and implemented effective accounting procedures to improve workflow efficiency.
- Maintained accurate records of all financial transactions using appropriate software applications.
- Assisted in the preparation of tax returns and other regulatory filings.
- Ensured accuracy of financial data by performing reconciliations, analyzing discrepancies and preparing adjusting journal entries.
- Collaborated with auditors to provide requested documents during annual audit process.
- Managed list of outstanding accounts payable, general ledger, and vendor files.
- Collaborated with accounting team to perform month-end close activities.
- Prepared batches of accounts payable invoices for data entry.
- Reconciled credit cards and other corporate accounts.
- Performed general office duties, such as filing, answering telephones, and handling routine correspondence.
- Operated computers programmed with accounting software to record, store, and analyzed information.

University of Lagos Medical Centre

03/2019 – 09/2021

Medical Laboratory Scientist Assistant • Internship

Yaba.

- Performed routine hematology tests such as CBC, differential white blood cell count, and platelet count using automated equipment.
- Preserved and maintained accurate patient records by documenting test results in electronic medical records system.
- Performed proficiency testing on laboratory systems regularly as mandated by regulatory agencies.
- Prepared specimens for analysis by accurately collecting blood samples from patients and applying appropriate labels.
- Provided technical assistance to medical staff when necessary.
- Compiled reports on results obtained from diagnostic tests for review by physician or specialist.
- Reviewed lab orders prior to specimen collection in order to determine proper sample type required.
- Followed established protocols for specimen handling and processing.
- Analyzed and interpreted data from variety of laboratory tests to assist with diagnosis and treatment of disease.
- Maintained accurate records of all test results performed within the laboratory setting.
- Collaborated with physicians and other healthcare professionals to provide optimal patient care services.
- Conducted research projects related to clinical laboratory sciences under supervision from senior scientists.
- Analyzed test results using established protocols and procedures; reported results accurately to medical staff in a timely manner.
- Performed maintenance activities on laboratory equipment such as calibrating instruments according to manufacturer's instructions.
- Collaborated with team members to ensure efficient workflow through the lab environment.

EDUCATION

Bachelor of Science (B.Sc.) in Cell Biology and Genetics

University of Lagos

University of Lagos, Nigeria.

PUBLICATIONS

ELECTROLYTE ACTIVITY OF ETHANOLIC LEAF EXTRACT of *Iecaniodiscus cuponiodes* on MICE.

SKILLS

Bank reconciliation, Clinical laboratory testing, Cost accounting, Customer relationship management (CRM), Customer service, Data interpretation, Hematology analysis, Innovative mindset, Laboratory safety protocols, Marketing developmental strategies, Microbiology techniques, Microsoft Excel, Operations Management, Parasitology identification, Patient confidentiality, Payment reconciliation, Product and Business development, Quality control management, Sales strategies, Strategic business planning, Team collaboration, Time Management, Urinalysis testing