

CHIMAOBI CHIMEREUCHEYA GLORY

Marketing Executive | AI-Powered Marketing Specialist | Sales & Operations Leader

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PROFESSIONAL SUMMARY

Dynamic and results-oriented Marketing and Operations Executive with 8+ years of progressive experience in B2B marketing, sales leadership, AI-driven digital marketing, and operations management across consulting, financial services, and FMCG sectors. Demonstrated expertise in developing and executing AI-powered marketing campaigns, generating qualified leads, and scaling customer acquisition. Proven ability to manage field operations, conduct asset verification, and build strong client relationships that drive revenue growth and brand visibility.

Adept at leveraging AI tools, video content, and multi-channel advertising to position services competitively. Recognized for exceeding sales targets, improving operational efficiency, and delivering data-driven reports to management. Holds an HND in Public Administration with strong proficiency in MS Office Suite, proposal development, and stakeholder management.

CORE COMPETENCIES

Marketing & Sales

B2B Marketing | Lead Generation | Customer Acquisition | Proposal Writing | Brand Positioning
| Market Research | Sales Strategy | CRM Management

AI & Digital Marketing

AI-Powered Marketing Solutions | AI-Generated Video Content Creation | YouTube Marketing |
Facebook & Instagram Advertising | TikTok Marketing | WhatsApp Business Campaigns | Content
Strategy | Social Media Management | Paid Ads & ROI Optimization

Operations & Management

Asset Verification & Tagging | Field Operations | Process Improvement | Report Writing | Data
Analysis | Team Leadership | Project Coordination | Compliance & Documentation

Financial Services

Loan Marketing | Client Onboarding | Credit Assessment | Financial Record Keeping | Portfolio
Management | Customer Retention

Technical Skills

MS Word | MS Excel | MS PowerPoint | Google Workspace | Email Marketing | Canva | Video Editing Tools | Digital Analytics

Soft Skills- Strategic Communication | Negotiation | Stakeholder Engagement | Problem Solving | Mentoring | Presentation Skills

PROFESSIONAL EXPERIENCE

Executive Marketer / Operations Officer

Topgy System and Management Consultant, Ogun State January 2025 Present

- Spearheaded the development and deployment of AI-powered marketing solutions, resulting in increased brand visibility and inbound client inquiries
- Conceptualized, produced, and managed AI-generated marketing videos for company services, and executed distribution campaigns across YouTube, Facebook, TikTok, and WhatsApp to drive engagement
- Designed and managed targeted paid advertising campaigns on social media platforms, optimizing content and ad spend to improve reach and conversion rates
- Conducted strategic B2B marketing initiatives to promote consultancy services, successfully expanding the organization's client portfolio and market presence
- Performed on-site field visits to verify, tag, and reconcile fixed assets for corporate clients, ensuring 100% accuracy in asset records and compliance
- Developed compelling proposals, company profiles, and pitch presentations for prospective clients, contributing to business growth
- Prepared comprehensive daily, weekly, and monthly operational and field reports for management review and strategic decision-making
- Managed end-to-end client communication including emails, telephone follow-ups, and relationship management to ensure high client satisfaction

Marketer / Credit Officer

Alive Well Micro-Finance Institute, Ogun State

2023 – 2024

- Executed aggressive client acquisition strategies through direct marketing, community outreach, and advertising, significantly expanding the institution's customer base
- Processed client registrations, loan applications, and financial transactions while maintaining accurate and compliant financial records
- Conducted credit assessments and due diligence to ensure loan quality and minimize default rates

- Built and maintained strong client relationships, resulting in improved customer retention and timely loan
- repayments Collaborated with the operations team to achieve monthly and quarterly business targets

Teacher / Music Composer

Great Mentor School, Ogun State

2024

- Composed original school anthems and jingles to enhance institutional branding and support student recruitment drives
- Delivered engaging lessons and mentored students to improve academic performance, discipline, and overall school culture
- Coordinated school events and programs that boosted parent and community engagement

Supervisor / Head of Sales

Hi-Fave Company, Ogun State

2009 – 2012

- Led and supervised a team of sales representatives to achieve and exceed monthly sales targets
- Implemented innovative sales strategies and route plans that improved product distribution and market penetration
- Analyzed sales data and market trends to identify opportunities and recommend adjustments to management
 - Identified operational inefficiencies and introduced corrective measures that reduced downtime and improved productivity
 - Trained and mentored junior staff on sales techniques, customer service, and product knowledge

EDUCATION

Higher National Diploma, Public Administration

Federal Polytechnic Nekede, Owerri, Imo State | 2016 – 2018

National Diploma, Public Administration

Federal Polytechnic Nekede, Owerri, Imo State | 2013 – 2015

Senior Secondary Certificate Examination (SSCE)

Pitmans Model Secondary School, Obingwa, Abia State | 2009

First School Leaving Certificate (FSLC)

Will's Solid Foundation Primary School, Obingwa, Abia State | 2003

PROFESSIONAL CERTIFICATION & TRAINING

Jobberman Soft Skills Training – Communication, Problem Solving, and Workplace Ethics

Digital Marketing Fundamentals – Social Media Advertising & Content Strategy

AI Tools for Marketing – AI Content Generation and Automation

ADDITIONAL INFORMATION

Languages: English – Fluent | Igbo – Native

Professional Affiliations: Member, National Institute of Marketing of Nigeria [If applicable]

Interests: Digital Innovation, Business Development, Content Creation

PROFESSIONAL STRENGTHS

- Excellent verbal and Writing communication
- Strong analytical and critical-thinking ability
- Ability to work independently with minimal supervision
- Fast learner with strong ability to new concept and system
- Target oriented and results- driven
- Strong problem solving and decision- making ability

REFEREES

Available Upon Request