

CHIAMAKA ONODU

Client Services Lead / Relationship Manager | OOH / DOOH Media

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PROFESSIONAL SUMMARY

Client Services and Relationship Management professional with 5+ years of experience spanning OOH/DOOH media, customer success, sales support, operations, and stakeholder coordination. Experienced in managing client requirements, coordinating campaign execution, maintaining strong stakeholder relationships, and ensuring client expectations are translated into timely and effective delivery. Currently working within the OOH/DOOH media industry, coordinating client campaigns, site deployments, vendors, creative requirements, and internal teams to ensure campaigns are executed according to agreed specifications, timelines, and quality standards. Strong in client communication, issue resolution, follow-up, account coordination, and cross-functional collaboration, with a customer-focused approach to building lasting business relationships.

CORE COMPETENCIES

Client Relationship Management • Account Coordination • Client Communication • Customer Experience • OOH/DOOH Campaign Management • Campaign Coordination • Stakeholder Management • Issue Resolution • Client Escalation Management • Cross-functional Collaboration • Vendor Coordination • Service Delivery • Reporting & Follow-up

PROFESSIONAL EXPERIENCE

Client Services Lead / Relationship Manager | Motomedia Replomax Limited | 2023 – Present

- Manage and coordinate client accounts and campaign requirements across OOH and DOOH media, serving as a key point of contact between clients and internal operational teams.
- Build and maintain strong working relationships with clients, ensuring their campaign objectives, specifications, timelines, branding requirements, and deployment expectations are clearly understood and delivered.
- Coordinate end-to-end campaign execution, working closely with creative, operations, procurement, vendors, installers, technicians, and site teams to ensure client requirements are met from planning through deployment.
- Follow up on active client campaigns and provide updates on campaign progress, site readiness, deployment status, maintenance issues, and outstanding deliverables.
- Coordinate OOH/DOOH campaign deployments across multiple locations, ensuring media assets, branding materials, installations, and site requirements are delivered according to approved client specifications.
- Manage client-related issues and escalations by identifying operational challenges, coordinating the appropriate teams, following through on resolutions, and communicating updates to relevant stakeholders.
- Conduct and coordinate site inspections to ensure billboards, LED screens, branding installations, and other media assets meet expected quality and deployment standards.
- Work with internal and external stakeholders to resolve campaign execution challenges, minimise delays, and maintain service quality throughout the campaign lifecycle.
- Coordinate campaign requirements for high-visibility brand activations and deployments across locations including Maryland, Ozumba Mbadiwe, and Marina, ensuring materials, branding elements, and site requirements are available for execution.
- Support the execution of multi-city campaigns across Lagos, Port Harcourt, and Abuja, coordinating multiple stakeholders, vendors, timelines, and site requirements simultaneously.
- Maintain accurate records of client requirements, campaign activities, site updates, outstanding actions, and operational issues to improve visibility and accountability.
- Prepare regular campaign and operational updates covering deployment progress, site status, outstanding client requirements, maintenance issues, and action points.
- Collaborate with clients and internal teams to identify campaign requirements, anticipate potential execution challenges, and ensure timely resolution of issues.
- Monitor campaign deliverables and follow up with responsible teams to ensure agreed timelines and quality expectations are maintained.
- Coordinate vendor and contractor activities relating to client campaigns, ensuring third-party deliverables align with approved requirements and expected standards.
- Support cost-effective campaign execution through vendor coordination, quotation evaluation, negotiation, and resource planning while maintaining client requirements and delivery timelines.
- Maintain strong relationships with clients, vendors, site personnel, installers, technicians, and internal stakeholders to ensure smooth campaign execution and positive client experience.

Administrative Staff, Admissions Office | Greensprings School | 2022 – 2023

- Supported the day-to-day operations of the Admissions Office, coordinating administrative activities and ensuring prospective and returning families received timely information and support throughout the enrollment process.
- Managed admission and enrollment processes from initial enquiries and application follow-up through documentation, scheduling, communication, and coordination of next steps.
- Maintained accurate student and applicant records, ensuring admission documentation was properly captured, organised, updated, and readily accessible.
- Served as a key point of contact for parents, guardians, and prospective families, responding to enquiries, explaining admission requirements, and coordinating follow-ups professionally.
- Coordinated admission-related appointments, assessments, interviews, meetings, and other activities, ensuring schedules were properly communicated and operational requirements were in place.
- Worked closely with relevant departments to ensure new admissions were properly transitioned into the school's administrative and academic processes.
- Prepared admission correspondence, reports, records, and departmental documentation while maintaining confidentiality and accuracy.
- Monitored outstanding admission requirements and followed up with applicants and internal stakeholders to minimise delays in the enrollment cycle.
- Identified administrative bottlenecks and supported practical improvements to workflows, information flow, and follow-up processes.
- Handled multiple admission requests and departmental priorities simultaneously while maintaining professionalism, attention to detail, and service quality.

Customer Success Officer / Marketing Executive | Airtel Nigeria – 3D Impact Marketing | 2021 – 2022

- Worked as part of a regional sales and marketing team responsible for driving sales of Airtel routers and MiFi devices across the Lagos region.
- Supported the achievement of team sales targets through direct customer engagement, product education, lead conversion, and follow-up with prospective customers.
- Engaged customers to understand connectivity needs and recommended suitable Airtel router and MiFi solutions based on usage requirements.
- Participated in field sales activities across Lagos, supporting product visibility, customer acquisition, and conversion opportunities.
- Planned and supported brand activation activities designed to increase awareness, customer engagement, and sales of Airtel products.
- Coordinated with team members during activations to manage customer engagement, product demonstrations, lead capture, and on-ground execution.
- Maintained customer relationships after sales, responding to product enquiries, resolving issues, and supporting a positive customer experience.
- Captured and reported sales and activation information, customer feedback, and field observations to support team performance tracking.
- Worked in a target-driven environment requiring strong communication, teamwork, adaptability, and consistent follow-through on prospective customers.
- Supported marketing campaigns and experiential activities that increased product visibility and created direct engagement opportunities with potential customers.

EDUCATION

Bachelor's Degree in Accounting Education | University of Benin | 2016 – 2020

TECHNICAL SKILLS

Microsoft Excel: Pivot tables, advanced formulas, VLOOKUP/XLOOKUP, data cleaning, reporting, and operational/procurement tracking.

Power BI: Interactive dashboards, KPI monitoring, DAX measures, data modelling, and management reporting.

SQL: Data extraction, joins, aggregations, subqueries, and dataset management.

Python: Data manipulation and analysis using pandas; basic data visualisation.

Other: Microsoft Office Suite, PowerPoint, Zoho CRM, operational trackers, procurement documentation, reporting.

PROFESSIONAL STRENGTHS

Leadership & Team Coordination • Vendor Negotiation • Customer & Stakeholder Management • Problem Solving • Analytical Thinking • Communication • Accountability • Process Improvement • Organisation • Time Management • Cross-functional Collaboration • Data-driven Decision Making