

EFFIONG DAVID EGU

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Relationship Manager | Client Relationship Management Professional | Floor Manager | Experienced in Account Management, Business Development, Customer Engagement & Stakeholder Management | Driving Client Satisfaction, Business Growth & Long-Term Partnerships.

PROFESSIONAL SUMMARY

Results-driven relationship management professional with progressive experience in client relationship management, business development, customer engagement, and administrative operations. Currently serving as a Relationship Manager, managing key client portfolios, strengthening stakeholder relationships, identifying business growth opportunities, and delivering tailored solutions that enhance customer satisfaction and retention. Previously held roles as Relationship Manager and Administrative Officer, developing strong expertise in account management, client service, operational coordination, business support, and administrative management. Recognised for exceptional communication, relationship-building, and problem-solving skills, with a proven ability to foster long-term client partnerships, improve service delivery, and contribute to sustainable business growth in fast-paced environments.

CORE SKILLS AND COMPETENCIES

Soft Skills: Relationship Building, Communication Skills, Negotiation Skills, Customer Service Orientation, Stakeholder Management, Problem-Solving, Analytical Thinking, Interpersonal Skills, Leadership, Time Management, Conflict Resolution, Strategic Thinking, Adaptability, Organizational Skills, Decision-Making.

Technical Skills: Relationship Management, Account Management, Client Portfolio Management, Business Development, Customer Relationship Management (CRM), Sales Pipeline Management, Client Acquisition and Retention, Cross-Selling and Upselling, Stakeholder Engagement, Customer Needs Analysis, Contract Negotiation, Market Analysis, Business Reporting and Performance Analysis, Microsoft Office Suite (Excel, Word, PowerPoint), Administrative Operations.

PROFESSIONAL EXPERIENCE

FEWCHORE FINANCE COMPANY LIMITED, ABUJA

Relationship Manager

Sept 2023 – Present

In this role, I manage a portfolio of high-value clients, driving business growth through strategic relationship management, tailored financial solutions, and exceptional customer service. I enhance client satisfaction and retention through proactive engagement, portfolio expansion, and cross-selling initiatives while ensuring regulatory compliance, efficient service delivery, and the achievement of revenue and portfolio growth objectives.

Key achievements:

- Managed and expanded a portfolio of high-value clients, driving revenue growth through strategic relationship management and consistently achieving over 110% of assigned sales and portfolio growth targets.
- Built and maintained strong client relationships by delivering exceptional customer service and leveraging in-depth product knowledge, increasing client retention by 25% and strengthening long-term customer loyalty.

- Managed a diverse portfolio focused on loans, investment products, and funds management, growing assets under management by 30% while increasing cross-selling and upselling opportunities.
- Proactively identified client financial needs and delivered tailored banking solutions, achieving a 20% increase in new business opportunities and consistently exceeding customer satisfaction targets.
- Resolved customer enquiries and complaints promptly and effectively, maintaining a 95% first-contact resolution rate and significantly enhancing the overall customer experience and service quality.
- Collaborated with internal stakeholders to ensure regulatory compliance, efficient service delivery, and seamless client onboarding, improving operational efficiency by 20% while supporting the bank's relationship banking objectives.

FIRST BANK OF NIGERIA

Relationship Manager

2020 – 2023

Key achievements:

- Facilitated the opening and onboarding of savings, current, and business accounts, ensuring 100% compliance with KYC, AML, and regulatory requirements while improving account opening efficiency by 25%.
- Managed a portfolio of high-value clients across loans, investments, and funds management, increasing portfolio growth by 30% and consistently exceeding assigned business development targets.
- Proactively identified client financial needs and delivered tailored banking solutions, driving a 20% increase in cross-selling and new business opportunities while maintaining high customer satisfaction levels.
- Monitored client accounts for unusual and suspicious transactions, ensuring 100% adherence to AML and fraud prevention policies while supporting effective risk management and regulatory compliance.
- Built and maintained strong client relationships through proactive engagement and exceptional service delivery, improving customer retention by 25% and strengthening long-term client loyalty.
- Resolved customer enquiries and complaints promptly, achieving a 95% first-contact resolution rate and enhancing the overall customer experience and service quality.

UNITED BANK OF AFRICA PLC

Relationship Manager

Sept 2019 – 2020

Key achievements:

- Drove new client acquisition and business development initiatives, consistently exceeding sales targets by 20% through effective prospecting, lead qualification, and collaboration with the sales team.
- Built and strengthened client relationships by delivering tailored financial solutions and effectively communicating the features and benefits of banking products, increasing product adoption and client retention by 25%.

- Proactively engaged clients through regular follow-ups and timely response to enquiries, achieving a 95% customer satisfaction rate and improving overall client experience.
- Collected and analysed customer feedback to identify service improvement opportunities, contributing to a 20% enhancement in service delivery and customer engagement.
- Monitored market trends and customer needs to identify new business opportunities, driving portfolio growth by 30% and supporting the bank's revenue generation objectives.
- Managed a diverse client portfolio by identifying financial needs, recommending suitable banking products and services, and fostering long-term relationships that strengthened customer loyalty and business growth.

DULUX PAINT ABUJA

Admin Officer

September 2015 – June 2017

Key achievements:

- Collaborated with sales teams and leadership to develop and execute customer acquisition and promotional strategies, contributing to a 20% increase in revenue and improved sales performance.
- Designed and delivered comprehensive onboarding and product training for newly recruited Customer Service Officers, increasing team productivity by 35% within the first three months and improving overall service quality.
- Developed and implemented customer satisfaction surveys using Google Forms, generating actionable customer insights that increased customer retention by 25% and supported the acquisition of new customers.
- Identified and presented new business opportunities to executive management, contributing to portfolio expansion, increased client acquisition, and sustained business growth.
- Strengthened collaboration between customer service and sales teams, improving customer engagement, service delivery efficiency, and cross-selling opportunities by 20%.
- Drove continuous process improvement initiatives through customer feedback analysis and performance monitoring, enhancing customer experience and achieving customer satisfaction levels above 95%.

EDUCATION

- **Masters in Educational Guidance and Counselling in view**
Ahmadu Bello University, Zaria, Kaduna State, Nigeria.
- **Bachelor of Education in Administration and Planning Management 2017**
Cross River University of Technology, Calabar, Cross River State, Nigeria.

PROFESSIONAL AFFILIATIONS, CERTIFICATION AND TRAININGS

- Chattered Institute of Personnel Management (CIPM) - In Progress
- Customer Relationship Management (CRM) - Chartered
- Project Management professional (PMP) – Chartered
- Effective Communication and Relationship Management training.
- In-House Training on Anti-Money Laundering and Counter Terrorism Financing (AML/CFT).