

JOY OKOLOCHA NKECHI

Business Growth | CRM | Customer Experience | Business Operations

Lagos, Nigeria (Open to Relocation)

+234 701 955 2117

joyokolocha89@gmail.com

[linkedin.com/in/joyokolocha685juc](https://www.linkedin.com/in/joyokolocha685juc)

PROFESSIONAL PROFILE

Business Growth and Customer Experience Professional with over six years of experience delivering measurable business outcomes across consulting, SaaS, financial services, real estate, and retail. Known for building revenue pipelines, strengthening customer relationships, implementing CRM solutions, optimizing business processes, and leading high-performing teams. Delivered six CRM implementation and business transformation projects, generated 100+ qualified B2B prospects monthly, conducted 50+ SaaS product demonstrations monthly, onboarded 20+ business customers monthly, consistently exceeded an individual ₦50 million monthly sales target, and drove customer engagement strategies that improved conversion opportunities and operational performance.

SIGNATURE ACHIEVEMENTS

Business Transformation

- Delivered six CRM implementation and business transformation projects, redesigning customer journeys, sales workflows, and reporting structures that improved operational efficiency and customer engagement across consulting clients.

Commercial Growth

- Built a predictable outbound sales pipeline generating 100+ qualified B2B prospects monthly through LinkedIn Sales Navigator, Apollo.io, cold outreach, and strategic networking.
- Conducted 50+ SaaS product demonstrations and successfully onboarded 20+ business customers each month through consultative selling and structured onboarding, accelerating customer adoption and platform utilization.
- Consistently exceeded an individual ₦50 million monthly sales target through solution-based selling, after-sales support, and customer relationship management.
- Successfully converted prospects into paying customers through effective objection handling and negotiation of commercial terms, contributing to customer acquisition and revenue growth.

Leadership & Customer Excellence

- Coached a five-member Client Relations team to achieve a minimum KPI of 50 customer engagements per advisor daily, increasing follow-up activity and creating more opportunities for property sales.

- Handled 100–120 customer interactions daily while consistently exceeding Quality Assurance (QA) standards within a high-volume banking contact center.

CORE EXPERTISE

1. Business Transformation

CRM Implementation • Business Process Improvement • Customer Journey Design • Workflow Automation • Process Mapping • SOP Development

2. Revenue Growth

Business Development • Consultative Selling • Sales Pipeline Management • Lead Generation • Customer Onboarding • Revenue Growth Strategy

3. Customer Experience

Customer Success • Customer Relationship Management • Customer Retention • Customer Engagement • Complaint Resolution • Service Excellence

4. Operations & Project Delivery

Project Coordination • Stakeholder Management • Cross-functional Collaboration • Team Leadership • Change Management • Operational Excellence

5. Business Intelligence & Reporting

CRM Reporting • Dashboard Development • KPI Tracking • Sales Analytics • Performance Reporting • Data-Driven Decision Making

TECHNOLOGY STACK

CRM: Freshsales CRM, HubSpot CRM, Microsoft Dynamics 365, Zendesk, Freshdesk, Freshchat

Sales Enablement: LinkedIn Sales Navigator, Apollo.io, Expandi, WhatsApp Business

Project Delivery: Miro, Trello, Google Workspace, Microsoft 365

Analytics: Microsoft Excel, Power Query, Power BI, Google Sheets

Communication: Microsoft Teams, Zoom, Google Meet

JORGE HAUS CONSULTING LIMITED (Remote)

Business Strategy Associate | Team Lead, Corporate Strategy Department
September 2025 – June 2026

- Championed six CRM implementation and business transformation initiatives, redesigning customer journeys, configuring workflow automation, and optimizing sales processes through Freshsales CRM, resulting in scalable operations, improved customer engagement,

and enhanced sales visibility.

- Directed a six-member Corporate Strategy team, translating business challenges into scalable operating models through Miro-facilitated strategy workshops, process mapping, SOP development, and cross-functional collaboration, improving operational consistency and implementation efficiency.
- Engineered end-to-end CRM ecosystems integrating website forms, marketing campaigns, customer segmentation, automated sales sequences, customized pipelines, and executive dashboards, resulting in accurate lead attribution, personalized customer engagement, stronger customer retention, improved sales visibility, and data-driven marketing execution.
- Cultivated executive stakeholder relationships from discovery through implementation, aligning business objectives with CRM solutions and change management initiatives, driving successful project delivery and strengthening long-term client partnerships.

MTESTHUB (Contract)

Sales Specialist | Customer Success

December 2025 – April 2026

- Generated new business revenue by building a predictable B2B sales pipeline of over 100 qualified prospects monthly through strategic prospecting, consultative engagement, and targeted outreach campaigns.
- Positioned AI-powered assessment solutions to address recruitment, skills evaluation, and workforce development challenges, conducting 50+ SaaS product demonstrations
- Converted prospects into 20+ business customers monthly by delivering implementation guidance, user training, and proactive customer success support, accelerating product adoption, strengthening customer relationships, and contributing to revenue growth.
- Managed the full sales lifecycle, from lead generation and discovery to proposal follow-up, negotiation, and onboarding, improving conversion opportunities and strengthening long-term client relationships.
- Partnered with HR leaders, founders, and C-suite executives to align business needs with tailored assessment solutions, expanding market reach and contributing to sustained commercial growth.
- Handled prospect objections and negotiated commercial terms by addressing concerns around pricing, platform capabilities, and suitability for recruitment and assessment needs, aligning proposed solutions with customer requirements and successfully converting prospects into paying customers.

HARMONY GARDENS & ESTATE DEVELOPMENT LIMITED

Client Relations Officer | Team Lead

June 2024 – August 2025

- Elevated team performance by coaching a five-member Client Relations team against a daily KPI of 50 customer engagements per advisor, strengthening prospect follow-up

discipline, improving productivity, and increasing conversion opportunities.

- Managed the end-to-end customer journey from enquiry through property inspections, documentation, payment follow-ups, and post-sale engagement, contributing to the successful closure of 12 property sales within a two-week period.
- Optimized Freshsales CRM by importing and segmenting leads, configuring sales pipelines, automating follow-up sequences, and maintaining clean customer data, resulting in improved lead visibility, faster follow-ups, and more personalized customer engagement.
- Strengthened customer trust and retention through proactive relationship management, issue resolution, and structured engagement strategies, delivering a consistent customer experience and fostering long-term client relationships.
- Managed client negotiations on property pricing and payment terms, addressing purchase concerns, clarifying available payment options, and aligning client expectations with company sales requirements, helping convert enquiries into closed property sales.

ACCESS BANK PLC

Call Center Agent

February 2023 – February 2024

- Managed 100–120 customer interactions daily across inbound and outbound channels, consistently exceeding Quality Assurance (QA) performance standards while delivering accurate, timely, and customer-focused support.
- Recognized for consistently surpassing QA performance targets, earning a transition to the Email Support & Escalations team to manage complex customer complaints, technical enquiries, and high-priority cases requiring detailed investigation and resolution.
- Collaborated with IT, Card Services, Internet Banking, Mobile Banking, Dispute Resolution, Fraud, and Operations teams to investigate and resolve complex customer issues, ensuring timely case resolution, regulatory compliance, and a seamless customer experience across multiple service channels.
- Maintained accurate customer records and case documentation within the CRM while resolving enquiries through consultative problem-solving and proactive communication, strengthening customer trust, improving service consistency, and supporting long-term customer relationships.

FESKO ELECTRIKS LIMITED

E-commerce Sales & Customer Experience Executive

April 2019 – August 2021

- Consistently achieved and frequently exceeded a monthly sales target of ₦50 million by up to 10% through integrated online and offline sales, digital marketing initiatives, and consultative customer engagement.

- Supported the launch and growth of the company's e-commerce operations by promoting interior décor, chandeliers, and electrical materials across Facebook, Instagram, Google, the company website, WhatsApp, and the online store, increasing product visibility and generating qualified customer enquiries.
- Developed and managed digital marketing content by photographing products, editing marketing assets, and publishing optimized product listings across the company's e-commerce platform and social media channels, strengthening online engagement and supporting customer acquisition.
- Managed the complete customer purchase journey from enquiry and product consultation through order processing, delivery coordination, after-sales support, and inventory management, delivering a seamless customer experience that encouraged repeat business and operational efficiency.

EDUCATION

B.Sc. Accounting & Finance

PROFESSIONAL CERTIFICATIONS

Business Analysis • Product Management • HubSpot CRM • Customer Service & Relationship Management • Jobberman Soft Skills

Professional Development

- Interswitch Virtual Job Shadowing Program - Exposed to IT, Data Analysis, CRM operations, and remote workflow communication practices – Lagos State, 2025
- NYSC – Nasarawa State, 2020 • ICAN (in progress – since 2024)

References: Available upon request