

INYANG, Martha O.

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PROFILE SUMMARY

- Dedicated Client Service Professional
- Customer Loyalty & Experience Enthusiast
- Goal-Driven and Result Oriented

EDUCATION

University of Calabar, Calabar Programme: Bachelor of Arts – English and Literary Studies Relevant Courses: Discourse analysis and Pragmatic, English as a second language, Stylistics	Jan 2024
University of Calabar, Calabar Programme: Diploma – Law Relevant Courses: Contract law, Criminal law	Mar 2016

CERTIFICATIONS

Career Development and Leadership Skills – Career Impact & Business Intelligence (CIBI)	May 2019
Leadership and Personal Development - IKapture	May 2019
Global Digital Ambassador, Africa Agenda 2063 – La Plage Metaverse	Jan 2024

SKILLS AND INTERESTS

- Customer Relationship Management
- Client Engagement & Support
- CRM Tools such as Slack, Notion
- Google Workspace and Microsoft Office Suite
- Conflict Resolution, Problem Solving, Team Leadership & Communication
- Content development and Editing

WORK EXPERIENCE

Customer Experience Representative – Oriki Group, Lagos	Oct 2025 – Apr 2026
• Served as the first point of contact for walk-in clients, delivering excellent customer experience; • Managed 50+ client interactions daily across in-person, mobile, WhatsApp, and email channels; • Consistently met and exceeded sales targets, achieving a minimum of 7 product sales daily; • Resolved customer inquiries and complaints efficiently, improving satisfaction and retention; • Worked independently with minimal supervision while maintaining high service standards; • Utilized tools such as Google Sheets, Zenoti, and internal dashboards to manage customer data and operations.	
Client Service Specialist – Sterling Bank, Calabar	Dec 2023 – June 2024
• Managed and trained a team of over 10 agents to deliver excellent client service; • Coordinated customer follow-up campaigns, meeting and exceeding acquisition targets; • Acted as a point of escalation for client concerns, ensuring quick and effective resolution.	
Trade Development Representative - MTN-MOMO (Mobile Money), Calabar	Nov 2020 – Dec 2023
• Delivered frontline customer support, onboarding clients, and resolving inquiries; • Promoted from Canvasser to Rebalancer, ensuring agent liquidity and transaction flow; • Built strong relationships with key agents, increasing service adoption and satisfaction.	

LEADERSHIP EXPERIENCE

Treasurer, NYSC CDS Group, Ezza-North LGA, Ebonyi State	Sept 2024 - May 2025
• Managed funds and financial records for over 30 corps members; • Supported planning and execution of community development projects.	
Mentor, Narrative4Mentorship Program	Nov 2022
• Guided mentees in communication skills and professional growth	

REFERENCES

- Available on request