

NAOMI OTOYO

Operations | Customer Experience & Client Services | Retention & CRM Systems

Lagos, Nigeria | naomiotoyo84@gmail.com | 08138524228

PROFESSIONAL SUMMARY

Client experience and operations professional with 8 years of experience across banking, ed-tech, luxury wellness, and service businesses. Experienced in managing client relationships, resolving service issues, coordinating teams, and improving retention through structured follow-up. Managed 50+ high-value client relationships and designed a follow-up workflow that increased repeat bookings by 20%. Also builds CRM, tracking and automation workflows that help teams capture enquiries, manage client information, run client communications, follow up consistently, and maintain visibility across the customer journey.

CORE STRENGTHS

Customer Experience & Client Management: Builds strong client relationships, manages day-to-day communication, and maintains consistent service standards across customer touchpoints.

Retention & Follow-up: Designs structured follow-up processes that ensure enquiries and existing clients are not missed, using CRM and automation where appropriate to support timely communication and repeat business.

Service Delivery & Escalation Handling: Resolves customer issues calmly and accurately while maintaining service standards under pressure.

Team Leadership & Training: Coordinates teams, leads team check-ins, creates SOPs, and trains team members on service and communication standards.

CRM, Email & Automation: Uses CRM and workflow tools to capture client information, manage pipelines, run client communications, track interactions and automate follow-up processes.

Cross-functional Coordination: Coordinates teams and stakeholders to keep client requests, tasks and service delivery on track.

PROFESSIONAL EXPERIENCE

Business Development & Operations Officer

ROHAI (Reach-Out Health Awareness Foundation) | Remote *May 2026 – Present*

- Manage stakeholder relationships and maintain live pipeline tracking using Notion and Excel, following relationships from initial contact through follow-up and engagement.
- Coordinate internal input and stakeholder communication to keep activities and deliverables on schedule.
- Prepare clear stakeholder-facing briefs and communications from programme and operational information.
- Represent the organisation in stakeholder conversations and maintain consistent communication throughout ongoing engagements.

Operations Manager (Contract)

Code & Tales | Online Tutoring Platform | Remote *Jan 2026 – May 2026*

- Coordinated day-to-day operations for an online tutoring platform, keeping team priorities, client communication and service delivery aligned.
- Managed client-facing communication across email, WhatsApp and the company website, responding to enquiries and resolving service issues.
- Led team stand-ups to align priorities, identify service gaps and follow up on outstanding tasks.

- Created 10+ SOPs and tracking tools to standardise team processes and improve consistency in service delivery.
- Supported team members with clear processes, communication standards and operational guidance.

Operations & Customer Experience Specialist

Oriki Group | Luxury Wellness | Lagos, Nigeria 2024 – 2025

- Managed relationships and daily communication for 50+ high-value clients while maintaining a consistent premium service experience.
- Designed a structured client follow-up workflow that increased repeat bookings by 20%.
- Coordinated remote booking teams and on-site service providers to ensure client requests, appointments and service delivery stayed on schedule.
- Handled client enquiries, follow-ups and service issues, ensuring concerns were addressed promptly and professionally.
- Maintained client information and follow-up records to support continuity of service and relationship management.

Customer Support Officer

UBA CFC | Lagos, Nigeria 2023 – 2024

- Managed and resolved 80+ daily customer issues involving failed transfers, ATM errors and account discrepancies.
- Handled difficult and frustrated customers through clear communication, de-escalation and timely issue resolution.
- Maintained accurate records of customer interactions and ensured cases were properly tracked through resolution.
- Worked within strict banking procedures and compliance requirements while maintaining service quality and accuracy.
- Escalated complex cases appropriately and followed through to ensure customers received clear updates.

Support Lead & Operations Coordinator

Delmartz Concept | Lagos, Nigeria 2021 – 2023

- Coordinated customer support activities and helped maintain consistent service standards across client touchpoints.
- Created a Response Guide to standardise team communication and improve consistency in client interactions.
- Trained new team members on professional communication, product knowledge and customer handling.
- Handled customer enquiries, followed up on prospective clients and supported the conversion of enquiries into long-term customer relationships.
- Coordinated operational tasks and followed up with team members to ensure customer needs were addressed.

Service & Order Coordinator

Sweet City | Lagos, Nigeria 2018 – 2021

- Managed 20+ daily orders as the main communication link between customers, kitchen and delivery teams.
- Coordinated order fulfilment and followed up with internal teams to ensure timely delivery.
- Built strong relationships with regular and high-value customers by understanding preferences and responding quickly to service issues.

- Handled service recovery when orders or deliveries did not go as expected, maintaining customer trust and satisfaction.

EDUCATION & CERTIFICATIONS

- B.Sc. Mass Communication — National Open University of Nigeria (NOUN), 2024 – Present (In View)
- National Diploma (ND), Business Administration — Delta State Polytechnic, Ogwashi-Uku, 2015 – 2017
- Customer Engagement & Process Controls — IBM SkillsBuild
- Certified Virtual Assistant — VSAVVY Academy (2024)
- Remote Tribe (2025)

TOOLS & PLATFORMS

CRM & Client Management: HubSpot CRM · GoHighLevel · Notion · Airtable

Email & Marketing: HubSpot · GoHighLevel · Gmail

Automation & Integrations: Make · Zapier

Productivity & Communication: Microsoft Excel · Google Workspace · Slack · Zoom · WhatsApp Business