

ELVIS EMEKA NWOSU

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PROFILE SUMMARY

Results-driven multimedia and technology professional with proven expertise in video editing, content strategy, social media management, web and app development, and digital marketing. Skilled at blending creativity with technical proficiency to deliver engaging content, data-driven campaigns that drive brand growth and business success also I am also Skilled in email marketing, lead generation, and Salesforce CRM administration, with a strong ability to design and execute campaigns that drive customer acquisition, engagement, and retention with over 6 years of experience in media and business development, software solutions, and sales enablement, with a strong ability to align technology initiatives with organizational goals. Adept at leading cross-functional projects, optimizing digital ecosystems, and leveraging emerging tools to maximize reach, efficiency, and profitability. Recognized as a versatile strategist and tech expert who thrives at the intersection of creativity, innovation, and business impact.

SKILLS

Core Skills & Competencies

- **Video Production & Editing** – Creative storytelling, post-production, motion graphics, and multimedia content creation
- **Content Strategy & Social Media Management** – Campaign planning, audience engagement, analytics, and platform optimization
- **Web & App Development** – Front-end and back-end development, UI/UX design, responsive design, and deployment
- **Digital Marketing & Advertising** – SEO/SEM, paid ads, brand positioning, and integrated marketing campaigns
- **Email Marketing & Lead Generation** – Automated workflows, A/B testing, conversion optimization, and customer acquisition
- **Salesforce CRM & Sales Enablement** – CRM administration, pipeline management, reporting, and client relationship building
- **Media & Business Development** – Strategic partnerships, market expansion, and revenue growth initiatives
- **Software Development & Tech Expertise** – Custom solutions, emerging technologies, and process automation
- **Project Leadership & Cross-Functional Collaboration** – Agile methodologies, team coordination, and results-driven execution
- **Software Sales Development** – Driving product adoption through lead generation, consultative selling, and pipeline management; skilled in Salesforce CRM, client relationship building, and revenue growth strategies

WORK EXPERIENCE

MTNNIGERIA (ConsumersLink)

Retail Developer Septmtember 2025 - January 2026

- Identified, assess, and onboard new retail outlets and strategic locations to grow MTN's physical and partner retail footprint across target regions
- Monitored retail sales KPIs (e.g. activations, SIM sales, device sales, airtime recharge) and implement initiatives to drive growth and exceed targets ,Monitored daily attendance to ensure absenteeism is effectively managed.

- Trained, coached, and supported retail partners and field agents to ensure compliance with MTN's brand standards and to improve their sales capabilities
- Overseed the rollout and maintenance of MTN's retail branding elements (signage, displays, POS materials) to ensure a consistent and premium customer experience.
- Ensured adequate availability of MTN products and services (SIMs, devices, airtime, data) at all retail touchpoints, minimizing stock-outs
- Gathered insights on competitor activities, pricing, and promotions in the retail space and recommend proactive strategies to stay competitive.
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- Worked with retail staffs to deliver excellent customer service, gather feedback, and ensure issues are resolved promptly at retail outlets.
- Conducted regular audits and spot checks at retail locations to ensure compliance with MTN policies, pricing, display standards, and brand guidelines.
- Rolled out and monitored promotional campaigns, activations, and marketing initiatives at the retail level to drive engagement and sales.
- Prepared and submitted detailed reports on retail channel performance, partner performance, and key success metrics to guide decision-making.

JUMIA NIGERIA

Customer Support Associate / Senior Customer Service agent (Live chat and Email) March 2022 – May 2025

- Served as the first line support for customers.
- Resolved escalated complaints and answered questions regarding policies and procedures.
- Followed up with customers regarding product functionality and overall satisfaction
- Maintained knowledge of company products to provide helpful suggestions and recommendations to customers
- Handled mail-based customer correspondence, meet the daily target of 100 emails per day.
- Communicated with customers via emails, calls, and live chat.
- Led and provided direct supervision for a team of over 50 agents.
- Delegated daily tasks and deadlines, answered questions from team members, and resolved issues
- Monitored daily attendance to ensure absenteeism is effectively managed.
- Compiled all necessary reports for a supervisor's review.
- Successfully trained and on boarded over forty-five (45) recruits and counting
- Managed customer service agents by monitoring productivity and quality.
- Ensured daily responsibilities are accomplished by team members.

TRAINING AND CERTIFICATIONS

National Youth Service Corps (NYSC)
Coal City University Enugu State 2016- 2020

B.Sc. – mathematics and computer science

Command Secondary School. Apata, Ibadan. 2007- 2013 - WASSCE

INTEREST

Reading, Volunteer.

REFERENCES

NAME-Nwosu Amy PHONE NUMBER-07083101078
NAME-Mark Anula PHONE NUMBER-08156096841