

OKOH PRECIOUS

Lagos State, Nigeria

Sales | Brand & Digital Marketing Specialist

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PERSONAL PROFILE

I am a results driven Sales and Business Development Executive with 4+ years of progressive experience driving revenue growth, expanding client portfolios, and exceeding performance targets across B2B and B2C markets. Proven ability to generate leads, close high-value deals, and build long-term strategic relationships.

Background in branding, digital marketing, and design strengthens consultative selling approach, enabling the delivery of tailored, value-driven solutions. Recognized for resilience, strategic thinking, and the ability to identify opportunities, overcome objections, and convert prospects into loyal clients.

EXPERIENCE

Gen122 Healthcare, Lagos Nigeria.

Digital Marketer

February 2026 – Still date

Responsibilities

- Drove business growth by generating and converting leads across healthcare, childcare, and facilities services.
- Increased local visibility through strategic use of social media platforms and community based marketing (Nextdoor, LinkedIn).
- Built and maintained client relationships through consistent follow ups and personalized communication.
- Improved online presence by managing and optimizing Google Business Profile and digital content.
- Contributed to recruitment success by promoting vacancies and sourcing candidates through digital channels.

Shengya Machinery, Lagos Nigeria.

Sales Executive

January 2025 – To Date

Responsibilities

- Consistently achieved or exceeded monthly and quarterly sales targets by 100%.
- Managed client portfolio, generating 100% year-over-year growth.
- Developed and maintained strong customer relationships to drive repeat business and referrals.
- Conducted market research to identify new opportunities and adapt sales strategies accordingly. □ Collaborated with marketing and product teams to create tailored proposals and sales pitches.
- Prospected and qualified leads through cold calling, email campaigns, and social media outreach.
- Delivered engaging product presentations and negotiated contracts with clients.
- Increased customer retention by 100% through superior after-sales support.
- Prepared regular sales reports, forecasts, and performance analysis for management.

Ardilla Limited, Lagos Nigeria.

Sales Executive

September 2024 - January 2025 Responsibilities

- Developed and executed sales strategies that resulted in consistently exceeding monthly targets by at least 15%.
- Established and nurtured profitable relationships with over 30 new clients expanding the company's client base.
- Engaged in continuous learning to stay ahead of industry trends, by applying this knowledge to refine sales techniques.
- Was responsible for the marketing and advertising on new and existing products.
- Used negotiation and communication skills to sell new products.
- Maintaining good business relationships with both new and existing clients.
- Finding new channels for selling of products
- Participating in meetings with the organizations board of directors.

Health Systems Consult Limited (HSCL), Abuja, Nigeria.

Volunteer

June 2019- July 2019

Data collector

- Participated in HSCL training on how to get physical stock count of vaccines and other immunization devices.
- Daily counting of vaccines in different health facilities in Kwara State Nigeria.
- Grouped vaccines according to batch numbers, manufacturers and expiring dates.
- Removed TOPV from the solar refrigerator of health facilities and returning back to state cold store.
- Submitted soft copy (ODK) of daily vaccines stock count.
- Identified and removed expired and damaged vaccines from solar refrigerator of health facilities.
- Crossed checked the stock inventory of each health facility visited.

PAMDRIVE, Port Harcourt, Rivers state.

Graphics designer

October 2018 – July 2020 Responsibilities

- Presented and defended designs and key deliverable to executive level stakeholders.
- Defined the tone and voice of the company's brand by drafting the logo and typography for all company publication.
- Conducted monthly server maintenance and applied updates and patches.

- Maintained and monitored the server room, the wireless network, and other server infrastructure ☐ Upgraded and configured system software. Maintained operational and configuration.
- Worked collaboratively with team members to produce working in an efficient manner.
- Produced appealing and compelling presentations that engaged prospective target client.
- Manage up to 5 projects or task at given time while under pressure to meet weekly deadlines.
- Worked with producers and strategists to ensure work aligned with creative briefs and timelines.
- Supervise the assessment of all graphic materials in order to ensure quality and accuracy of the design.
- Created design that ensured that the brand standards were upheld.
- Designed layout and graphics for new email campaign
- I was involved in designing advertisements, brochures, handouts, flyers and online graphics ☐ Created designs for different screen types and media platforms.
- Produced graphic content for site re-skins, page layouts, email designs, site graphics & static & flash banners.
- Remained committed to producing quality content in accordance with deadlines.
- Designed & created marketing & e-marketing materials on a range of projects.

SRIALTO TECHNOLOGY LIMITED LAGOS, NIGERIA

Graphics Designer and IT Admin

February 2018 - September 2018

Responsibilities

- Was involved in designing advertisements, brochures, handouts, flyers and online graphics.
- Designing & creating marketing & e-marketing materials on a range of projects.
- Worked closely with the director, copywriters, and other members of the marketing team to continuously level up the brand and develop new products.
- Lead the concept creation and development of interactive design solutions.
- Managed all activities pertaining to brand management, print design, long document production, design updates.
- Designed all printed materials and web ads.
- Led design updates to modernize the branded marketing strategies ☐ Supervised the development, maintenance and updating of icando.ng.
- Ensured set deadlines for tasks are met and gave feedbacks.
- Generated innovative concepts and rendered designs for digital campaigns.

SRIALTO TECHNOLOGY LIMITED SWINDON, UNITED KINGDOM

Graphics designer

July 2017 - February 2018 Responsibilities

- Pitched ideas to graphic design team based on the principles and knowledge of current trends.
- Created mock-up website page.
- Writing and prompt submission of weekly report of activities and achievements.
- Maintaining maximum availability of supported services for users.
- Created social media posts based on current trends and brands.
- Collaborated with marketing staff to update pages weekly with photos and videos
- Supervising the development, maintenance and updating of seralto.com ☐ Testing websites for functionality in different browsers & at different resolutions.
- Fixing problems encountered in the functioning of the website.
- Enhancing the look, functionality and appearance of the company website.

- Ensure adequate antivirus protection & solutions are maintained and updated.

THEAFROCONNECT LONDON UNITED KINGDOM

Volunteer

December 2015 – JULY 2016 Responsibilities

- Producing documentation on operational, system and user procedures & guidelines.
- Providing advice on selection and purchase of IT equipment.
- Identify and recommending improvements for E-mail applications & Web-page development.
- Producing reports for senior managers.
- Building affiliate white-labels websites, promotional banners & creative material.

FREELANCE GRAPHICS DESIGN

February 2020 – To Date Projects

- Halo Medical Clinic Canada (Branding).
- Local Market Shoppers (Branding).
- Global Kitchen Foods (Branding and Product Packaging Design).
- All round care Australia (Branding)
- 1810 Traders (Branding and Advise ment design).
- Branding of 100-100 event hosted by 1810 Traders in partnership with Rivers State Government.
- Church flyers.
- Event flyers (Birthdays, Naming Ceremony, weddings).
- Ux/UI design. (Web Site and Mobile Application).
- Social Media Banners (Facebook, Instagram and Twitter).
- Google Ads.
- TA probane medical center in Partnership with FIRS (Branding)
- JK comedy (video editing)
- Jodey (Branding)
- Quench Hub (Branding)

CORE COMPETENCIES

- B2B & B2C Sales
- Business Development
- Revenue Growth Strategy
- Lead Generation & Prospecting
- Contract Negotiation
- Client Relationship Management (CRM)
- Market Research & Competitive Analysis
- Brand Development

- Digital Marketing
- Data Analysis
- Adobe Creative Suite
- UI/UX & Responsive Design

PERSONAL ACHIEVEMENTS

- AD AND D Logo Design, Internal contest one of the finalist (University of Gloucestershire) March 2016
- Penguin books design competition Finalist (Student award United Kingdom) October 2016 □ Data Analyst (Level 1) February 2024

EDUCATION

Babcock University (BA) HONS in English Studies

2010 - 2014

University of Gloucestershire

October 2015 – December 2017

Completed level 4 and 5 (BA) HONS in Graphics Design

Citizens Comprehensive College (SSCE)

2010