

PRINCESS ULASI

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Professional Summary

Customer-focused retail professional with hands-on experience in store operations, sales, inventory coordination, and social media engagement. Proven ability to manage products, attend to customers, and drive sales through both in-store service and digital platforms. A multi-dimensional business development executive with experiences spanning across industries such as Healthcare, Corporate Administration, EduTechnology and Procurement and Logistics. Over the years I have diversified across board to sharpen my career and expertise. Highly organized, proactive, and passionate about delivering excellent customer experiences and supporting business growth.

Key Skills & Competencies

- Business Development Executive
- Store Operations & Inventory Management
- Customer Service & Client Relationship Management (CRM)
- Sales & Product Promotion
- Social Media Management (WhatsApp, Instagram, Facebook, Tiktok)
- Team Coordination and Leadership
- Effective communication & Problem Solving
- Confidentiality and regulatory compliance
- Knowledge of Sales Terminologies

Professional Experience

Business Development Executive

Retail & Brand Operations Associate – Lola Africana

Brand Manager

2025 – Present

- Managed brand growth and strategies, promoting brand visibility and presence.
- Managed customer orders, inquiries, and ensured excellent service delivery.
- Lead brand Operations and compliance Manager.
- Identified and research market survey and drafted competitive market analysis.
- Coordinated production with tailors and monitored product availability.
- Handled inventory tracking and order fulfillment.
- Streamline sales and market value that aligns with brand goals and vision statement.
- Promoted products through social media, increasing engagement and sales.
- Manage and promote brand online presence across all social media platforms.
- Maintained strong relationships with customers, ensuring repeat business.

General Sales Manager

Client Relationship Manager – Toyo Mother and child Care (Toyo Baby)

2024 – 2025

- Managed customer inquiries and feedback.
- Streamlined customer experience with the customer representative team flow.
- Organize sales jingles and outdoor promotional sales to boost brand annual turnover.
- Managed brand growth and strategies, promoting brand visibility and presence.
- Managed customer orders, inquiries, and ensured excellent service delivery.
- Mobile sales team across region to boost brand operations.
- Managed both in-house and online brand operations.

Edu Tech Expert (Remotely)

Online Educator/Tutor – Brint Online School| Lekki

2023 – 2024

- Individualized support for Nigerian students in Diaspora, tailored teaching methods to meet unique learning needs of each student.
- Provide virtual instruction, guidance, and academic support to students globally using digital platforms.
- Educational technology savvy and innovator specialized teaching methods.
- Educated the learners using Tech innovations and technologically powered desktop and mobile Applications i.e video conferencing App such as Google meet, Google Classroom, Zoom, Twinkl, virtual whiteboards, and LMS software.
- Expertise in over seven (7) core subjects|(English,Mathematics and Sciences)
- Tutored and educated students/learners from over four(4) continents of the world including Europe, North America, Asia, African and the Middle East
- Planning engaging, interactive lessons, assessing student progress, creating educational materials for Grade levels 1-12.
- Providing feedback to students and parents, offering tailored support in specialized subjects.

Medical Research Assistant

Administrative Assistant

Scientific Data Officer – Lagos state university teaching hospital (LASUTH)| Ikeja, GRA| Lagos State Eye Institute| NYSC

2023 –2024

- Supported clinical studies by recruiting research participants, collecting/analyzing data, and handling specimen
- Handled clerical duties, scheduling, and patient records, documentation and regulatory compliance, and communication within the Teaching Hospital (Eye Institute)
- Studied Coordination, enrollment, and schedule study subjects according to research protocol.
- Created case report forms, entered data into electronic databases, and maintained accurate records.
- Coordinated referrals and facilitated communication between staffs and patients
- Managed professional communication with clinicians and patients.

Social Media Manager (Remotely)

Customer service Representative

Executive Assistant EA – Carelyo Sweden |Sweden

Virtual Assistant VA

2023

- Managed brand online presence and digital recognition.
- Facilitated CEO's workflow productive by 30% within 2months on the job.
- Drive brand awareness and engagement by developing strategies, creating content, managing online communities, and analyzing metric across platforms like instagram, Facebook, Tiktok and LinkedIn.
- Maintained a consistent brand voice, ran campaigns, and monitored trends to boost visibility and ROI.
- Successfully planned, created and managed sales targeted Ads across social-media platforms.

Store Manager

Inventory and Procurement Officer – Jays Signature Limited | Lagos

2023

- Oversee the full employee management, including recruiting, training, scheduling, and motivating staff to reach sales target.
- Ensure high standards of customer service, personally resolve escalated complaints, and maintained a welcoming store environment.
- Oversee procurement processes, from purchasing to managing stock levels and distribution, ensuring optimal inventory, cost efficiency, and timely delivery.
- Drove store performance by analyzing sales data and trends to meet or exceed monthly and annual financial goals.
- Manage daily opening/closing routines, cash handling procedures, and compliance with health, safety, and legal regulations.
- Executed promotional jingles and sales activities to identify local market opportunities to drive foot and online traffic with in store.
- Built forecasting models using sales history and market intelligence.
- Tracked how many times a particular product sells and replaces its entire stock over a period to avoid sold-out of best sellers.
- Coordinated inventory turnover ratio, and multi-channel replenishment.
- Coordinate stock across diverse locations, including flagship physical stores and e-commerce warehouses, to ensure high availability for both in-person and online shoppers.
- Aligned inventory plans with marketing calendars, product launches, and seasonal demand spike such as holiday rushes, to ensure top-selling items are always in stock.

Education

Project Management in International Development| January- September, 2025

Institute for Development Research |2025

Certificate of National Service – **NYSC**| 2023-2024

Arts,Business and Entrepreneurship certification

Terra Academy For The Art (TAFTA)

Internet and Computing Core Certification (IC3)

New Horizon Digital Academy | 2023

B.Sc. Human Anatomy

Bowen University,Iwo |2019-2023