

DANIEL MAVERICK

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PROFESSIONAL SUMMARY

Customer-focused sales and digital professional with experience across airport retail, customer service, e-commerce, marketing and digital content. Strong in customer engagement, sales coordination, product presentation, issue resolution and working efficiently in fast-paced environments.

CORE SKILLS

Sales & customer engagement • Airport retail operations • Customer service • Sales coordination • Upselling & cross-selling • Product presentation • E-commerce • Digital marketing • Social media • Video editing • Content creation • Team collaboration

PROFESSIONAL EXPERIENCE

Senior Sales Associate

Jan 2026 – Aug 2026

VITEL WIRELESS LTD • MMA2, Lagos

- Managed customer-facing sales activities in a busy airport environment, maintaining professional service standards under pressure.
- Coordinated customer enquiries, product selection, sales conversations and follow-ups while keeping daily activities organized.
- Promoted wireless products and services, clearly explaining plans, features and suitable options to customers.
- Handled customer concerns efficiently and worked with colleagues to maintain smooth operations during peak periods.
- Supported sales targets through proactive engagement, upselling, cross-selling and accurate transaction handling.

Digital Content & E-commerce Operations

May 2024 – Present

Gategadgets Storez • Lagos

- Manage digital content, social media and e-commerce activities across TikTok and Instagram.
- Plan, script, shoot, edit and publish product and promotional content, including on-camera presentations.
- Handle customer enquiries, negotiations, follow-ups and sales through digital channels.
- Develop promotional campaigns and social strategies to increase product awareness and engagement.

Lead Videographer

Oct 2022 – May 2025

Maywood Lending Ltd. • Ikeja, Lagos

- Produced promotional video content and streamlined post-production workflows.
- Achieved 300% audience growth compared with the previous year.
- Collaborated with external creative agencies on production projects.

Marketing Advisor

Apr 2021 – Mar 2022

Bellades Asset Trading Firms • Ikeja, Lagos

- Mentored junior marketing professionals and led social media initiatives.
- Supported competitive positioning and audience growth through digital marketing.

Customer Service Representative

Jan 2020 – Mar 2021

Finnew Fintech Ltd. • Ikeja, Lagos

- Resolved customer issues, provided guided troubleshooting and tracked support follow-ups.
- Contributed to improved customer satisfaction through responsive service.

EDUCATION

Bachelor of Science, Digital Media

In progress

National Open University of Nigeria • Lagos, Nigeria

High School

2019

Sasa Community High School • Lagos, Nigeria