

RUSSELL EKOT

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📍 47, Khartoum Street, Zone 5, Wuse, Abuja 🚩 Akwa-Ibom, Nigerian ♂ Male 🔄 Single

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PROFILE

A results-oriented professional skilled in market analysis, strategic partnerships, competitive evaluation, office management, and customer-focused sales strategies. Combining business development expertise, analytical thinking with creativity to build partnerships, optimize customer experiences, and deliver sustainable business outcomes. Experienced across healthcare, media, and administrative sectors, with a natural flair for communication, execution, and innovation.

SKILLS

- Business Development & Sales Strategy
- Time Management
- Problem Solving and Creative Thinking
- Digital Marketing
- Negotiation and Closing Skill
- Market Research & Competitive Analysis
- Administrative Operations
- Communication & Public Speaking
- Project Coordination & Community Engagement
- Customer Experience Optimization
- Strategic Partnerships & Stakeholder Management
- Graphic Design & Photography
- Software proficiency (e.g., Microsoft Office, Adobe, Canva etc)

PROFESSIONAL EXPERIENCE

e-Clinic & Diagnostic Ltd

Online Marketer & Client Support Executive

Aug 2025 – Present
Wuse 2, Abuja, Nigeria

- Developed and executed digital marketing strategies to boost online visibility and patient bookings.
- Managed social media platforms including content creation, scheduling, and audience engagement.
- Designed marketing materials and ran promotional campaigns across Facebook and Instagram.
- Tracked campaign analytics and reported performance insights.
- Responded to all incoming calls, chats, and online inquiries with professional support.
- Provided information on services, pricing, and medical tests while assisting with appointment bookings.
- Directed inquiries to relevant departments and followed up to ensure customer satisfaction.
- Built strong client relationships to improve retention and referrals.

Epiconsult Clinic & Diagnostic Ltd*Business Development Executive*

2023 – Aug 2025
Wuse, Zone 3, F.C.T,
Abuja, Nigeria

- Designed and executed growth strategies that expanded service reach and improved revenue performance.
- Built strategic relationships with healthcare professionals, clients, and corporate stakeholders to secure new business.
- Conducted in-depth market analysis to stay ahead of industry trends and anticipate client needs.
- Enhanced customer satisfaction by leveraging feedback and data to improve service delivery.
- Managed digital presence and content across social media platforms, supporting brand visibility and engagement.

Industrial Training Fund Headquarters**(National Youth Service Corps)***Administrative Support Officer*

2021 – 2022
Jos South, Plateau State,
Nigeria

- Provided administrative support in a federal training institution, streamlining internal communications and filing systems.
- Assisted in the implementation and monitoring of national training programs across ITF area offices.
- Facilitated organizational efficiency through responsive task management and team collaboration

Epitome Continental Communications Ltd*Service Technician*

2017 – 2021
Area 11, F.C.T Abuja,
Nigeria

- Operated and maintained digital printing systems, optimizing performance and reducing equipment downtime.
- Conducted technical troubleshooting, contributing to operational cost savings and improved production flow.
- Ensured adherence to safety and maintenance protocols across production processes.

 EDUCATION**LEAD CITY UNIVERSITY***Bachelor of Science – Entrepreneurship (First Class Honors)*

2017 – 2021
Ibadan, Oyo State,
Nigeria

ARISONIA PRIVATE COLLEGE*West African Senior School Certificate Examination (WASSCE)*

2007 – 2010
Akowonjo, Lagos State,
Nigeria

LIBERTY COLLEGE*Basic Education Certificate Examination (Junior Secondary School)*

2004 – 2007
Ayobo, Lagos State,
Nigeria

EMMANUEL EDUCATIONAL NURSERY AND PRIMARY SCHOOL*First School Leaving Certificate*

1999 – 2004
Ayobo, Lagos State,
Nigeria

INTERESTS

Photography | Writing | Public speaking | Community Impact Initiatives | Graphic Design

LANGUAGES

English | Ibibio | Yoruba

AWARDS

Best Graduating Student in Entrepreneurship -- Department of Management and Social Science 2021
Lead City University, Ibadan, Oyo State

PROJECTS

Sickle Cell Day: Shine the Light on Sickle Cell 2023

- Coordinated with Hafeez Adeyemi Foundation and healthcare providers to plan and execute a public health campaign, including event setup, stakeholder invitations, and awareness promotion.

Community Engagement: Blood Drive Project (Unijos) 2024

- Led field execution, logistics, and donor care alongside the Epiconsult team.
- Promoted voluntary blood donation among students, demonstrating leadership, organization, and community engagement.

CERTIFICATES

Certificate of National Service (NYSC)
Developed leadership skills, gained valuable experience in community service and development, implementing projects and programs that positively impacted the lives of people in my host community.

Certificate in Customer Relationship Management - New Horizon Computer Learning Center
Gained insight of customer needs, preferences, and behaviors. Mastered how to maintain long-term customer relationships, leveraging effective communication, conflict resolution, and problem-solving skills to drive loyalty and retention.

Business Analysis & Process Management
Developed a comprehensive understanding on processes involved to ensure that stakeholders' needs are accurately captured and translated into actionable solutions, resulting in improved project outcomes and stakeholder satisfaction.

REFERENCES

Based on Request