

STEPHANIE DAVIES

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EXPERIENCE

SQUAREME

Product Marketing Trainee (NYSC)

Lagos, Nigeria

Oct 2025 – Jun 2026

- Managed marketing operations, analytics, and reporting systems to drive 100% attribution accuracy and incremental ROI from marketing campaigns.
- Co-ideated messaging templates that supported lifecycle marketing, leading to a 92% retention rate and a churn reduction for organically acquired users.
- Executed SEO strategy via written blogs, scripts, and content marketing initiatives, landing five first-page articles on SERP within 5 months.
- Supported LinkedIn advocacy program, social content and managed external guest blogging, leading to a 48% increase in brand reach and a 40% increase in content assets.
- Collaborated with cross-functional team members on digital growth strategies and audience engagement initiatives, demonstrating strong communication and teamwork in a fast-paced fintech environment.

WALESB

Operations & Accounts Officer,

Lagos, Nigeria

Dec 2024 – Sep 2025

- Coordinated daily funding operations for multiple retail accounts, ensuring timely and accurate financial processing that sustained smooth day-to-day business continuity.
- Conducted end-of-day account reconciliation and balance verification, maintaining financial accuracy and accountability across all monitored accounts.
- Processed monthly salary payments and maintained financial records in strict compliance with internal operational procedures and reporting standards.
- Managed spreadsheets, financial calculations, and transaction records for operational reporting, providing management with reliable, up-to-date data for decision-making.
- Monitored financial inflows and outflows, identifying discrepancies early and escalating issues to ensure fiscal integrity and operational efficiency.

TMLT INNOVATIVE HUB

Customer Support Representative

Uyo, Nigeria

2023–2024

- Responded to customer inquiries across phone, email, and chat channels.
- Maintained accurate customer records and ensured timely resolution of customer issues.
- Escalated complex complaints and followed up to ensure satisfactory resolution.
- Collaborated with internal teams to improve customer experience and service delivery.
- Demonstrated strong communication and problem-solving skills while managing multiple customer requests.

TECHNICAL SKILLS

Data Analysis & Reporting: Data Entry & Documentation, Financial Record Management, Financial Modelling, Post-campaign reporting, Data Analysis, UTM tracking, Attribution management

Marketing: Lifecycle marketing, Social media management, Content Writing, Campaign Planning & Reporting, Content calendar planning, Content Strategy, SEO & SEM, UTM management, Partnerships management

Design & UI/UX: Graphic Design, Basic UI/UX Design Principles

Tools Used: OneSignal, Google Suite, Figma, Canva, Capcut, GA4, Customer.io, Semrush, Planoly, Buffer

EDUCATION

University of Uyo

Banking and Finance

Uyo, Akwa Ibom State

2018 – 2024

- Completed coursework in Financial Accounting, Corporate Finance, Investment Analysis, and Risk Management, building a strong theoretical and practical foundation in financial systems.
- Developed advanced analytical, reporting, and spreadsheet management skills through academic projects, equipping me with data-driven decision-making capabilities.