

UWALASHE JOY

MARKETING PROFESSIONAL

Lagos Nigeria | joyuwalashe@gmail.com | +2348148887782

Marketing and Business Development professional with hands-on experience in digital marketing, customer acquisition, sales, brand promotion, customer relationship management, and business operations. Proven ability to attract and retain customers through social media marketing, WhatsApp advertising, physical marketing, referrals, and direct customer engagement. Demonstrated success in increasing monthly customers by approximately **20%** and exceeding sales targets through persuasive communication and targeted promotional activities. Brings additional experience in business management, supervision, event coordination, and record management.

EDUCATION

DELTA STATE POLYTECHNIC, OGWASHI-UKU

Dec. 2022 – Sep. 2024

Higher National Diploma (HND) in Marketing

DELTA STATE POLYTECHNIC, OZORO

Nov. 2018 – Jan. 2021

Ordinary National Diploma (OND) in Marketing

- **Relevant Coursework:** Principles of Marketing, Marketing Management, Consumer Behavior, Strategic Marketing, Marketing Research, Digital Marketing, Advertising & Promotion, Brand Management, Sales & Distribution Management, Business Communication, Entrepreneurship.

CORE COMPETENCIES

Marketing: Digital Marketing, Social Media Marketing, Brand Promotion, Customer Acquisition, Customer Retention, Sales, Lead Generation, Market Research, Customer Relationship Management

Digital Tools: WhatsApp Business, Facebook, Instagram, Microsoft Word, Excel, PowerPoint

Professional Skills: Communication, Negotiation, Persuasion, Content Creation, Business Development, Event Coordination, Team Collaboration, Leadership

PROFESSIONAL EXPERIENCE

BAPTIST SECONDARY SCHOOL

Igbara-Oke, Ondo State.

Marketing & Commerce Teacher

Nov. 2025 – Present

- Teach Marketing and Commerce, applying practical business and marketing concepts to classroom learning.
- Maintain and compile accurate student records and academic documentation.
- Coordinated the school's Cultural Day event, supporting planning, communication, organization, and successful execution.
- Apply strong communication, presentation, coordination, and organizational skills in managing students and school activities.

LITTLE ANGELS ACADEMY

Warri, Delta State.

Marketing Teacher

Jan. – Oct. 2025

- Taught Marketing and business concepts using practical examples to improve student understanding and engagement.
- Prepared lesson plans and learning materials to support effective learning.
- Compiled and maintained accurate student records and academic documentation.
- Developed strong presentation, communication, interpersonal, and organizational skills through teaching and administrative responsibilities.

K4 EATERY

Warri, Delta State.

Marketer

Feb. 2021 – Sep. 2022

- Executed promotional campaigns across social media and WhatsApp, increasing brand awareness and customer acquisition.
- Increased monthly customers by approximately 20% through targeted promotions, direct customer engagement, physical marketing, and referrals.
- Consistently worked toward assigned sales targets and exceeded targets on multiple occasions.
- Engaged prospective customers, identified their needs, communicated product value, and converted prospects into paying customers.
- Built strong customer relationships that encouraged repeat purchases and referrals.
- Contributed to improved sales and revenue through effective advertising, promotion, and customer engagement strategies.

TORBLESS FILLING STATION

Warri, Delta State.

Supervisor

Jan. 2017 – Dec. 2018

- Oversaw daily filling station operations and coordinated staff activities to ensure smooth business operations.
- Managed cash records, inventory records, and customer information.
- Monitored stock levels and maintained accurate documentation of inventory movements.
- Supervised staff and supported effective customer service and day-to-day operational activities.
- Developed strong supervisory, administrative, record-keeping, and customer relationship skills.

ENTREPRENURIAL EXPERIENCE

BARNEY'S HAIR & BARNEY'S CLOSET

Nov. 2021 – Present

Business Owner / Marketing & Brand Management

- Independently managed two customer-focused businesses, gaining practical experience in marketing, sales, customer service, and business operations.
- Developed and implemented promotional strategies through social media, physical marketing, direct customer engagement, and referrals.
- Increased monthly customer acquisition through consistent brand promotion, customer engagement, and referral marketing.
- Built strong customer relationships that generated repeat purchases and new customers through referrals.
- Managed customer enquiries, product promotion, sales, deliveries, and day-to-day business activities.
- Identified customer needs and recommended suitable products using effective communication and persuasive selling techniques.
- Built brand awareness and customer loyalty through consistent engagement and promotional activities.

NYSC EXPERIENCE

NYSC

Igbara-Oke, Ondo State.

Sport Director | Marketing & Commerce Teacher

Nov. 2025 – Present

- Teach Marketing and Commerce while maintaining accurate student records.
- Serve in the Education CDS, supporting educational and community development activities.
- Serve as Sports Director, coordinating sporting activities and events.
- Member of the Social Media Team, supporting content creation, social media management, and promotion of NYSC activities.
- Developed practical skills in leadership, event coordination, teamwork, communication, social media management, and stakeholder engagement.

REFERENCE

Available upon request