

VICTOR NDECHE, MBA, B.Tech

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PROFESSIONAL SUMMARY

Victor Ndeche is an experienced partnership and business manager with expertise in strategic management, business development, and product advocacy. Skilled in leveraging data analysis to drive growth and customer satisfaction through strategic planning and relationship building. Proven ability to align product development with customer needs, optimizing operational efficiency and navigating competitive markets.

SKILLS

Analysis & Advisory - Program Management – Negotiation – Stakeholder Management - Strategic Development – Communication - Tech savvy – Customer Retention Strategies - Fundraising - Data analysis – Digital Marketing - Business analysis - Partnership Management – Entrepreneurship - Relationship building

WORK EXPERIENCE

Sales/Country Manager, Quincy Global

Feb 2020 - Till Date

- Implemented offline and online marketing integration strategies, combining traditional campaigns with social media, SEO, and platforms like Jiji and Instagram, significantly boosting brand visibility and customer engagement.
- Developed sales and marketing strategies to increase customer retention and satisfaction.
- Leveraged data and marketing analytics to identify high-performing channels, optimize campaigns, and strategically allocate marketing funds, ensuring maximum ROI and resource efficiency.
- Managed a high volume of customer calls, providing exceptional support and ensuring retention through proactive follow-ups and personalized solutions.
- Successfully created, marketed and sold investment options with a 12-month ROI, raising approximately 90 million Naira from over 20 strategic partners and investors.
- Designed and executed customer loyalty initiatives, ensuring long-term relationships and a consistent client base. Used tools like Monday.com, Google Workspace, and Microsoft Suite to streamline daily operations, coordinate with sales and marketing teams, and manage project timelines.
- Optimized marketing campaigns through SEO best practices and creative social media content, driving increased traffic and engagement on digital platforms.
- Developed targeted promotions and offers, enhancing customer acquisition and achieving significant revenue growth.

Head of Business, Voom by Binnox (Binnox Technologies)

Feb 2024 - Oct 2024

- Collaborated with the product team to design and develop a platform that met the needs of both users and stakeholders, improving logistics accessibility and efficiency.
- Advocated for user-friendly features, contributing to a seamless digital experience and real-time connectivity between drivers and passengers.
- Liaised with key partners to gather continuous feedback, enabling the product (application) iterations that enhanced performance and scalability, driving user satisfaction and adoption across multiple cities.
- Developed and executed sales and marketing strategies to boost customer acquisition and retention.
- Implemented an automation system that streamlined data access, supporting informed decision-making and efficient reporting.
- Directed digital marketing and product development initiatives, aligning with business goals
- Strengthened legal frameworks surrounding stakeholder relationships, ensuring compliance and effective risk management.
- Played a key role in expanding Voom's operations into four new cities, fostering partnerships and scaling the business sustainably.
- Continuously monitored performance metrics and made data-driven improvements to ensure the effectiveness of strategies and operational efficiency.

Business Analyst/Developer, The LID Summit

April 2018 - Sept 2022

- As the Event Lead, orchestrated a range of high-profile events to boost awareness and create partnership opportunities.
- Organized the *Traffic Lights Dinner*, an innovative networking event, and the *Back 2 School Workshop*, which provided crucial resources and support for students. Planned and executed *end-of-year parties* that celebrated milestones and strengthened community ties, while also arranging *business conferences* aimed at establishing strategic partnerships and fostering professional relationships.
- Spearhead product development initiatives, ensuring each project aligns with the organization's strategic goals and meets market needs effectively. Drive subsidiary formation and oversee operations to diversify service offerings, notably establishing *The Lid Summit Consulting*, which provides specialized travel services.
- Managed *The Lid Summit Academy*, successfully training over 5,000 students for academic pathways such as college entry, IELTS, IJMB, and other preparatory programs. Created tailored educational content and facilitated impactful training experiences.
- Devised and implemented comprehensive marketing strategies that significantly increased brand visibility and client engagement. Leveraged data-driven insights to optimize promotional campaigns, fostering customer loyalty and driving revenue growth. Identified and capitalized on new business opportunities, developing strategies for market expansion, and achieving significant revenue increase.

Event Associate, YSA Events

Mar 2019 - Jan 2020

- Coordinated event planning with stakeholders, ensuring successful execution and alignment with project requirements.
- Facilitated communication between vendors and clients, ensuring timely delivery and adherence to deadlines.
- Managed logistics for events, including technical equipment and support, to ensure seamless operations.
- Acted as the primary point of contact for clients, addressing inquiries promptly and cultivating strong relationships.

IT/Sales Associate, Klass & Korporate Consultancy

Aug 2018 - July 2019

- Oversaw tin and VAT applications, ensuring strict adherence to regulatory requirements, managing all aspects of the application process to minimize risks and maintain compliance.
- Served as the primary liaison for clients, promptly addressing inquiries and resolving issues, fostering strong relationships through attentive service to ensure client satisfaction and loyalty to Klass & Korporate's brand.
- Provided comprehensive support across product management, business analysis, and social media management functions. Developed and executed digital marketing strategies, created engaging content, gathered valuable client feedback, and collaborated with diverse teams to drive organizational growth and achieve strategic objectives. Directed application and website development projects to ensure alignment with Klass & Korporate's overarching objectives through meticulous planning and close monitoring.

CERTIFICATIONS

- Mini-MBA, Thinktank Startup & Leadership – Atlas Network Academy
- Google Project Management- Coursera
- Managing Application Development – Quantic Business School

VOLUNTEERING EXPERIENCE/CONTRIBUTIONS

- Students for Liberty
 - Regional Coordinator, Ghana, Benin Republic and Togo (2021)
 - West African Regional Coordinator, Events (2020)
 - National Coordinator, Benin Republic (2019)
- Growth Associate, BlockVersity (2023)
- Quantic Business Club, Outreach Director (2023)

EDUCATION

- Master's in Business Administration
Quantic Business School of Science and Technology, Washington DC, USA **2023**
- Bachelor of Technology, Industrial Chemistry
Federal University of Technology Owerri **2014**