

ESTHER IYADI

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odohesther93@gmail.com || Date of Birth: 11 April, 1993

PROFESSIONAL SUMMARY

I am a highly motivated, detail-oriented and target-driven professional with experience in marketing, business development and financial analysis. I have a genuine willingness to add value and I am currently seeking opportunities in an organization that will offer challenging opportunities for personal and career growth.

EXPERIENCE

GUARANTY TRUST BANK PLC (April 2016 - present)

Team Lead: Small and Medium Enterprise Division

- Manage a team of four staff with a clientele base worth over N8billion including (but not limited to) major gaming/betting entities, oil and gas companies, financial institutions, health care organizations, and e-commerce companies.
- Provide excellent customer service to enhance customer satisfaction and retention.
- Prompt resolution of complaints as well as responsiveness to requests and enquiries from customers.
- Continually pitched for new clients to establish a mutually beneficial banking relationship and also increase customer base
- Grew market share with major businesses in a bid to increase the Bank's position in these businesses
- Reactivation of banking relationships with dormant/inactive customers in the retail and SME segment.
- Provide credit structuring and financial advisory services to a wide range of clientele
- Carry out proper KYC and Due Diligence on customers in line with the Bank's policy on AML/CFT
- Grew asset base by booking quality risk assets for eligible customers in order to boost profitability.
- Continuously managed existing credit portfolio in line with global best practice and ensure efficient monitoring of risk assets, customer exposures and documentation
- Preparation and presentation of periodic financial performance reports, financial analysis and strategies.
- Coordinated key engagement with staff to identify training needs and facilitate capacity building within the SME division
- Key participation in the Bank's annual strategy retreat which resulted in the implementation and upgrade of some of the innovative product service offering.

Highlights

- ✓ Grew the team's balance sheet by 92% and recorded a PBT of 197% in a financial year
- ✓ Expanded client base by 70% in two years by consistently delivering goal-surpassing marketing results while ensuring client satisfaction.

UNION ASSURANCE COMPANY LIMITED (Aug 2015 – Dec 2015)

Internal Audit and Compliance

- Member of a team that reviewed and designed policies to prevent and detect fraud.
- Performed periodic spot checks, reconciliations and cash count routines to ensure completeness in the Company's earnings.
- Prepared performance analysis and reports on the Company's outstanding insurance claims

SKILLS

- Sound Oral and written communication skills
- Excellent presentation skills
- Outstanding customer engagement skill with a passion for creating an extraordinary customer experience
- Excellent selling, negotiation and interpersonal skills
- Strong problem-solving skills with ability to work autonomously as well as collaboratively

- High attention to details and strong numerical and analytical skills.
- Credit and financial analysis.
- Proficiency in Microsoft applications.

EDUCATION

CHARTERED INSTITUTE OF MARKETING (CIM) UK

- ✓ Diploma in Professional Digital Marketing [*Ongoing*]
- ✓ Certificate in Professional Marketing [*Completed*]

UNIVERSITY OF NIGERIA, NSUKKA

Bachelor of Science (Hons.) Accounting (2013)

AWARDS & ACHIEVEMENTS

- Letter of Commendation for participation, contribution and presentation at GTBank Management Strategy Retreat in 2017
- GTBank 2019 Celebrating Excellence Awardee
- GTBank CEO's Letter of Commendation for Exceptional Performance in 2019

TRAININGS

- Selling, Marketing and Negotiation Skills
- Digital Evolution Masterclass
- Building Financials of Unstructured Business
- Advanced Financial Statement Analysis
- Operational Risk Management