

Kenny Chidozie Amasike, MBA

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14 Reeve Road Ikoyi Lagos

PERSONAL STATEMENT

To work in a professionally rewarding environment where I am confident that I will utilize the skills, knowledge, and experience I have acquired for the achievement of the organizational goals and my career growth.

BIODATA

Date of Birth: 7th July 1987 **Gender:** Male

WORK EXPERIENCE

SENIOR DIGITAL SUBSCRIPTION AND PARTNERSHIP EXECUTIVE: November 2020- Date

BusinessDay Media Ltd- www.businessday.ng

Responsibilities:

- Building relationships and partnerships with clients, associations, and professional bodies to promote BusinessDay's digital empowerment subscription service, for better and well-informed decision-making and to generate revenue for BusinessDay Media.
- Developing road-map strategies to deliver B2B goals.
- Working closely with other departments in order to deliver other client's needs.
- Acquiring in-depth knowledge of client's businesses and organizational structures in order to better position our value proposition as a solution to solving their problems.
- Investigate and analyze client's pain points and complaints to improve the client's experience, maintain customer retention and avoid churn.
- Proactively anticipating client's experience issues, seeking client's suggestions, and addressing and implementing them.
- Maintaining accurate and appropriate client records.
- Contributing ideas and insights in support of BusinessDay's services.

PRINCIPAL CONSULTANT: September 2019- November 2020

- **SENIOR ACCOUNT MANAGER: April 2019 – September 2019**

Netcom Africa Ltd- www.netcomafrika.com

Responsibilities:

- Building and maintaining relationships to drive revenue growth for the organization.
- Managing client's IT infrastructure and software portfolio.
- Working closely with Account Executives and Engineers to ensure client's requests are executed.
- Negotiating cost, package discounts, and long-term contracts with and for the clients.
- Reviewing and presenting reports to the management.
- Communicating with clients on other products/services in order to up-sell and cross-sell.
- Ensuring the management is aware of recent developments through CRM updates.
- Resolving client's complaints.

Ag. REGIONAL MANAGER- COMMERCIAL SALES IKOYI: February 2019- March 2019

- **ACCOUNT MANAGER: January 2017- January 2019**

Wapic Insurance Plc - www.wapic.com

Responsibilities:

- The job entailed managing client's risk portfolios, educating and advisory services on how best to reduce risk possibilities and offering risk solutions.
- Managing my unit's budget via value assessment, cost negotiation and monitoring.
- Identifying and closing new business opportunities for the organization.
- Training staff and new recruits on the products, workflows and sales approach.
- Creating sales road-map strategies to ensure the right products meet the right customers through appropriate sales channels.
- Contributing to the digital products creations and promotion activities.
- Preparing and presenting financial reports and showcasing customer interactions for management feedback.

IT CONSULTANT: September 2019 - Date
April 2015 - December 2016

Comjects7 Limited -www.comjects7.com

Responsibilities:

- Assisting businesses to source and purchase IT equipment, products and solutions and facilitating cost negotiations.
- Managing the business operations and sales revenue activities.
- Evaluating and selecting partners to work with and to deliver the expected value.

SALES ANALYST INTERN: September 2014 to December 2014
Jewson, United Kingdom - www.jewson.co.uk

Responsibility:

- My responsibility involved the research and recommendation of Microsoft Dynamics CRM software for the effective and efficient monitoring of contracts and accounts within the Jewson public sector department.

RELATIONSHIP MANAGER: May 2013 to January 2014
United Bank for Africa (UBA) Plc, - www.ubagroup.com

Responsibilities:

- Managed individual and corporate accounts and introducing new products and services to customers which helped me develop good relationship management skills.
- Deposit mobilization to achieve Sales targets and budgets.
- Identified new target markets. This improved my sales skills as well as my communication and negotiation skills with customers.
- I dealt with credit/loan facility disbursement especially which equipped me with the knowledge and awareness of legal and ethical policies and the importance of organization's integrity and compliance.

E-BANKING OFFICER (Customer Service Officer) January 2012- April 2013 (Period includes the NYSC)

United Bank for Africa (UBA) Plc – *www.ubagroup.com*

Responsibilities:

- Promoted e-banking products and services such as the mobile and internet banking which led to my branch gaining the top position in region for the most enrolled customers.
- Attended to customer's requests and resolved customer complaints.
- Prepared customer and financial reports using Microsoft Excel, displaying results compared with targets on a periodic basis which made me appreciate accountability and understand the communication structure within the organization's hierarchy.

EDUCATION

- **MBA International Business (Merit)- April 2015**
Coventry University, United Kingdom.
My MBA exposed me to different cultures, business practices, work ethics and global standards.
- **B.Sc. (Hons) 2nd Class lower, Accounting- June 2011**
CGPA: 3.41/ 5.0
Bells University of Technology, Ota, Ogun State, Nigeria.
- **West African Examination Council –Senior Secondary School Certificate- June 2007**
Saints Simon and Jude Seminary Kuje, Abuja, Nigeria.

MEMBERSHIP

- Member of the Chartered Insurance Institute of Nigeria (CIIN).

CERTIFICATIONS

- Project Management Professional (PMP) Training Certificate
- Media Reader Revenue Masterclass Certification- January 2021
- Google Online Marketing Fundamentals Certification-June 2017.
- Insurance Education and Training Certification.
- Certification in the Global Leaders Programme, Coventry University, United Kingdom.
- Certificate of Completion in Project Management.

PROJECTS

- Internationalization of Moët Hennessy Louis Vuitton (LVMH) into Azerbaijan. (United Kingdom)
- Interpretation of Published Accounts for Investment Decisions. A Case Study of Intercontinental Hotels Group and Whitbread (United Kingdom)
- How Jewson Can Achieve Financial Growth by Developing Its Business within the Social Housing Sector (United Kingdom) (MBA Dissertation -Distinction)
- Microsoft Dynamics CRM Recommendation to Jewson (United Kingdom)

ACTIVITIES/ INTERESTS

- Volunteered as a PR for a UNICEF sponsored event for malnourished children.
- I have worked in PepsiCo UK, gaining good insight into the production process and the health and safety standards.
- I am a sports and digital technology enthusiast.

REFERENCES

Available upon request