

Obi, Chinwe Uloma

12 Hakeem Habeeb Close Surulere, Lagos State

Career Objective

To grow my sales, marketing, and digital capabilities with a view to improving client experience and achieving high client satisfaction. This will broaden my scope and make me a more rounded financial professional that can function effectively as well as efficiently at top managerial levels.

Experience and Skills Summary

- Client management
- Digital marketing
- Analytical skills
- Business Development
- Overall supervision of Branch Operations
- Problem solving
- Statistical skills
- Critical thinking
- People management
- Interpersonal skills

Employment History

Head, Digital Sales and Fulfilment – Standard Chartered Bank Nigeria

(November 2019 – December 2021)

Responsible for the overall supervision of the Digital Sales and Fulfilment team

Achievements

- Grew the number of accounts successfully opened in the Digital space
- Worked with the team to double the number of active accounts in the Bank.
- Anchored various projects with an aim to improving the client experience, improve efficiency and grow numbers
- Worked with TM to design and implement various campaigns (ATL and BTL) aimed at increasing client sign up, account usage, new account holders, etc
- Strong analytical skills and the ability to show at a glance the current status of activities when required.
- Constant positive growth in the number of Clients being migrated from one tier to another as well as being upgraded to different segments.
- Overseeing successfully all requests made by New to Bank and Existing to Bank clients via the Digital app
- Came up with various communications sent to clients to increase account opening, upgrade, account usage, provide update/status on requests, etc
- Ability to manage as well as work successfully with various stakeholders, locally and internationally, to improve the overall account numbers, client experience, revenue, as well as liabilities.

- Implemented end to end various client improvement schemes for requests made via SC mobile. This was both for account opening and service requests.

Branch Operations and Service Manager

(February 2014 – October 2019)

Responsible for supervising branch operations and service as well as back up to the Branch Manager

Achievements:

- Recognised in the best BOSM category in the Retail Banking awards, 2017
- Attained Green Ops Risk rating in 10 of the 12 quarters of being on the role while running one of the busiest branches in terms of footfalls and transaction counts in Lagos
- Designed a feedback form for obtaining walk in customer feedback with a view to improving NPS
- Member of the committee that revamped the Bank Branch Operations Manual as well as various DOI's.
- Information Security Champion responsible for ensuring information security across branches.
- Regional Risk Champion for Lagos 2
- Championing the Digital signups leading to increase in my branch of operation.

Channels Officer- FBN Capital Asset Management Ltd

(November 2013 – February 2014)

Responsible for sale of Wealth Management Products to qualifying clients.

Achievements:

- Grew the AUM of the team by over 12%
- Designed a prototype to increase AUM as well as a pitch to drive investment figures up.
- Onboarded a number of major new clients

Business Growth Manager – iCap Technologies

(March 2012 – October 2013)

My responsibilities included but was not limited to providing strategic direction in Business Development as well overseeing the management of the business portfolio

Achievements

- Signed up two major clients during the period that led to a revenue increase of over 15%

Intercontinental Bank Plc.

(October 2003 – January 2012)

Held various roles over the 9-year period in the bank as listed below

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| - <i>Head of Operations – MAN house branch</i> | <i>(August 2009 – January 2012)</i> |
| - <i>Head of Operations – Ikorodu Town branch</i> | <i>(March 2009 – August 2009)</i> |
| - <i>Relationship Officer, Commercial Banking Group</i> | <i>(February 2009 – March 2009)</i> |
| - <i>Regional Operations Officer – LMN Region</i> | <i>(December 2008 – February 2009)</i> |
| - <i>Team Member – Oracle Implementation Team</i> | <i>(July 2008 – November 2008)</i> |
| - <i>Funds Transfer Officer</i> | <i>(October 2004 – July 2008)</i> |

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- Teller/ Western Union FLA

(January 2004 – September 2004)

Achievements:

- Qualified and enrolled into the bank Talent Team - a group of High Performance Flyers
- Received several awards for driving substantive revenue increase in my branch through processing of money transfers e.g. Best FT staff and Overall Best staff

Education

University of Ibadan, Oyo state
B.Ed. Guidance and Counselling (Economics) – 2001

Federal Government Girls' College, Anambra State
Senior Secondary School Certificate – 1995

Our Ladies of Apostles Private School, Yaba, Lagos State – 1989
First School Leaving Certificate

Professional Memberships

- Student member – ACCA, CIPM and CIBN

Personal Details

OBI Chinwe - May 12, 1979 – Nigerian – Imo State – Female/Single

References

References are available upon request.