



# RIHANNAT .O. HAMZAT

Creative Designer/ Digital Marketer/  
Customer service Specialist.

## Personal Information

### Gender

Female

### D.O.B

May 10<sup>th</sup> 1994

### Nationality

Nigerian

### Residence

Lekki, Lagos, Nigeria.

### Phone

+2348027238770

### E-Mail

Rihannathamzat01@gmail.com

## Skills

### Basic Graphics Design

Advanced

### Mobile App and Website (Wire-frame) Design

Advanced

### Search Engine Optimisation

Intermediate

### Google Analytics

Intermediate

### Writing and Proofreading

Advanced

### Media Marketing

Advanced

A hard-working and success-driven individual, with a significant amount of exposure to General management, Customer service, Marketing, Content creation, Graphics designing and Office administration.

Actively seeking opportunities to utilize professional capabilities, break new grounds and conquer new challenges, while growing within an organization where existing and potential skills will be properly maximized.

## Work History

2022-09 -  
Present

### Digital Marketer

*Freelance.*

- Collaborated with internal departments to drive email acquisition and marketing campaigns to support key business initiatives across account management, new business development and customer experience.
- Employed Search Engine optimization (SEO) and Web analysis to evaluate campaign success and identify opportunities and key performance trends.
- Measured and reported performance of all Digital marketing campaigns, and accessed against Return on investments (ROI) and Key performance indexes (KPI).
- Evaluated monthly performance statistics and devised improvement strategies based off same.
- Created social media campaigns with consistent content and tone.

2022-03 -  
Present

### UI Designer/Graphics Designer

*Freelance.*

- Actively listened to client requests, confirming understanding before addressing concerns.
- Used wire frames, and prototypes to establish user interface designs.
- Converted abstract ideas and requirements into user persona and storyboards and translated those into user friendly designs.
- Developed effective improvement plans in alignment with goals and specifications.
- Conducted testing of UI components and functionality to evaluate effectiveness of designs and enhancements.

2021-01 -  
Present

### Property/Estate Manager

*PropertiesbyRih (Self Established).*

- Made operational facilities attractive to potential clients by organising regular maintenance jobs and major repairs.
- Introduced potential tenants to available units and performed tours of premises.
- Followed up on delinquent tenants and completed file tracking sheet for each tenant.
- Minimized vacancy periods by implementing improvements in market strategies.
- Decreased operational costs by at least thirty(30) percent, by implementing cost control procedures

### Project Management

Upper Intermediate

### Business Development

Advanced

### Interpersonal

Advanced

### Social Media Management

Advanced

### Customer Care and Retention

Upper Intermediate

### Basic Book-Keeping

Advanced

### Prioritisation and Time Management

Advanced

### Early Adoption

Advanced

### Cold Calling

Advanced

### Professional Flexibility

Advanced

### Leadership and managerial

Advanced

### Team player

Advanced

## Languages

### English

Advanced

### Yoruba

Advanced

### Spanish

Beginner

2014-01 - Present

### General Administrative Manager/Beautician

*SessionsbyRih (Self Established).*

- Solely managed all administrative duties, including social media campaigns.
- Fostered and maintained customer relationships by displaying a high level of courteousness, friendliness respect and the will to help whenever needed.
- Drove operational improvements which resulted in savings and improved profit margins.
- Maintained a full stock inventory and demonstrated/ explained use of different products to educate customers.
- Created social media campaigns with consistent content and tone.

2021-01 - 2021-03

### Customer Care and Sales Representative

*Nectar Beauty Hub.*

- Served as first point of contact for customers and responded promptly to enquiries and escalating efficiently, where necessary.
- Leveraged sales expertise to promote products and capitalize on up sell opportunities..
- Helped large volume of customers every day with positive attitude and focus on customer satisfaction.
- Analysed customer feedback for process improvements to achieve long-term business objectives.

2020-08 - 2021-01

### Social Media Manager and Department Supervisor

*Emile Salon.*

- Drove cross-functional collaborations with focus on quality service delivery.
- Curated and segmented editorial content to improve engagement and improved page content, keyword relevancy and branding to achieve search engine optimization(SEO) goals.
- Conducted extensive research to determine current benchmark trends and audience preferences.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic .
- Established work-flow processes, monitored daily productivity and implemented modifications to improve personnel performance.

## Interests

- Visual/Creative arts.
- Sailing.
- Pet-sitting.
- Networking.
- Reading(Fiction, Autobiography, Biography) and Research.

## Reference

Will be provided upon request.

2014-01 -  
2015-06

### Customer Relationship and Data Entry Officer

*Mama Sadiq Liquor Store.*

- Interacted with customers to understand their needs through quality conversations and identifying opportunities to capture the right products and services that meet their needs. .
- Provided customers with advice tailored to their needs and helped proffer resolute solutions.
- Disposed all store administration, solely and efficiently..
- Answered product and service questions, suggesting other offerings to attract potential customers and retain existing customers' interests.
- Verified transactions, product orders and shipping dates, and entered information into database reports.

2013-01 -  
2014-01

### Team Member(Production and Packaging)

*New Life Company.*

- Assisted with quality assurance by conducting inspections, assigning grades to finished products and removing inferior grade items for recycling or disposal.
- Minimized safety hazards by following strict instructions on equipment use and kept the environment tidy.
- Identified and removed foreign matter when necessary from raw materials as part of strong quality control process.
- Weighed and measured items to prevent waste and meet quality standards.
- Supported shipping team by quickly moving finished products between work stations and packing lines.

2011-04 -  
2012-01

### Sales and Marketing Executive

*Topworld Ventures.*

- Set and achieved company defined sales goals.
- Gained customer trust and confidence by demonstrating compelling, persuasive and composed professional demeanour at all times .
- Selected correct products based on customer needs, product specifications and applicable regulations..
- Suggested innovative ideas to increase sales and improve marketing efficiencies.
- Used networking, cold-calling and referrals to identify prospective clients and generate new leads.

## Education

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2022-09	<b>Diploma: Digital Marketing</b> <i>Gomycode Nigeria.</i>
2022-05	<b>Certificate of completion: UI/UX Design</b> <i>Aideonline Nigeria.</i>
2019-07	<b>Passed 122 of 128 units required towards a BA in English (Delayed by Strikes and Covid Lock-down: Fulfilment expected in June 2023).</b> <i>University of Lagos, Nigeria.</i>
2011-09	<b>Diploma: Desktop Publishing</b> <i>Broadwall Computer Institute, Nigeria.</i>
2014-06	<b>NECO(5 subject passes, including Mathematics, English and Visual Art).</b> <i>St Lawrence Greater Heights College, Lagos Nigeria</i>

## Activities

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2020 - Present	<b>Active Sailing Member</b> <i>Lagos Yatch Club, Nigeria.</i>
2021	<b>Nail Technician</b> <i>Nectar Beauty Hub.</i>
2019 - 2020	<b>Back-up Singer</b> <i>Beautiful Nubia and The Renaissance Band.</i>
2017	<b>Makeup Artist Assistant.</b> <i>LooksbyBettie.</i>
2017 - 2018	<b>Chorus/Music Group Leader and Member</b> <i>NASELS Drama group, University of Lagos Chapter.</i>
2016 - 2019	<b>Active Member</b> <i>FASA Drama Group, University of Lagos Chapter</i>
2016 - 2019	<b>Active Participant</b> <i>ICOSELS Nigeria.</i>

## Other Certificates

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2020	<b>Certificate of completion: Nails Artistry</b> <i>Vershona Lagos.</i>
2014	<b>Certificate of completion: Makeup Artistry</b> <i>1000Looks Lagos.</i>