

# UMEH, MONICA OGECHUKWU

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## SUMMARY

A result-oriented professional highly skilled at leveraging unique motivation methods to boost sales team success, delivery of unequalled services to clients, gaining market share, generating internal support, etc. with the aim of building loyalty and long-term relationships with customers.

My passion is promoting the firm's products and services in today's highly competitive marketplace to increase share value, maximizing sales, creating a lasting impression with audiences, and coordinating advertising and marketing campaigns.

## WORK EXPERIENCE

### Addosser Microfinance Bank

#### Product Manager (PayQart)

April 2022 till Date

#### Responsibilities

- Collaborate with Tech team to bring the product ideas/vision to life
- Manage product development from concept, to design, sample production, testing, launch, promotion, support, and finally product end of life
- Manage overall productivity of the product, PayQart.
- Provide source data for product line communications by defining product marketing communication objectives.
- Assess market competition by comparing the company's product to competitors' products.
- Work closely with the technology team to deliver on roadmap deadlines and drive product launch
- Act as a product evangelist to build awareness and understanding
- Facilitate product training sessions for the Sales and Relationship managers, so as to ensure they are knowledgeable of the PaqQart's value propositions and how best it would meet prospective customer needs

### VFD Microfinance Bank (VBANK)

#### Senior Operations and Sales Lead

March 2021 – February 2022

#### Responsibilities:

- Developed innovative strategies to achieve the company's revenue goals.
- Conducted research on competitor's products, pricing and product success to determine customer preferences and how our products can be modified to suit their needs.
- Prepared and delivered sales presentations to potential and existing clients to boost brand awareness, increase our client base and build long-term customer relationships.
- Effectively managed newly recruited team members by providing support, trainings, etc. to ensure consistent adherence and compliance with acceptable quality standards.
- Collaborated with other departments (Product, Customer service and Marketing Team) to find solutions to customer pain points and enhance customer experience.
- Promptly handled all escalation issues that arise and work with key stakeholders and clients to resolve their requests and complaints.

## CERTIFICATION AND TRAINING

**Member, Chartered Institute of Bankers of Nigeria (MCIB)**

**Risk Management in Leasing (2022)**

**AML/CFT Compliance (2021)**

**Business Ethics and Code of Conduct in the Nigerian Financial Services Sector - CIBN (2019)**

**Fundamental Selling Skills (2020)**

**AML/CFT Compliance (2019)**

**Supervisory Delegation and Skills (2019)**

**Self-Management and Personal Effectiveness (2019)**

## EDUCATION

**BA. (Hon), Theatre Arts (2009)**

Imo State University, Owerri.

## SKILLS AND COMPETENCIES

- Goal Oriented
- Verbal and written communication
- Problem solving
- Salesforce
- People management
- Product management

## INTERESTS

Networking  
Travelling  
Pet care  
Cooking

## REFERENCES

Available upon request.

## **Operations (Product Manager and Customer Experience Supervisor)**

September 2018 – March 2021

### **Responsibilities:**

- Pioneer Team that was fully responsible for the building and operations of VBank.
- Managed the product life cycle for POS TERMINAL deployment and activation for merchant.
- Promote, implement, and review operational policies and procedures.
- Planning and managing projects and contributing to product innovation.
- Develop, administer, and maintain quality assurance procedures and activities required to ensure the company's processes and services follow acceptable quality standards and regulatory requirements.
- Manage the resolution of all escalated customer requests and complaints within pre-agreed time scales, as well as inform customers of the status of their complaints, query or requests whilst recording details of the contact.
- Prepare reports for Management review.
- Work with all internal stakeholders and align them around the vision for the product

## **Sales and Marketing Analyst**

May 2018 – September 2018

### **Responsibilities:**

- Consultation and provision of appropriate information to bank customers and advise them on financial investments.
- Facilitated calls to prospective leads; and follow through on the calls with leads and current customers by informing them of current promotions.
- Maintained positive business and customer relationships in the effort to extend customer lifetime value.
- Coordinated sales effort with team members and other departments.
- Analyzed customer feedback and made recommendations to management based on findings.

## **Zerofinance Limited**

### **Head, Operations and Customer Service**

August 2016 – December 2017

### **Responsibilities:**

- Planned, prioritized, and delegated work activities of staff to ensure proper functioning of all departments within the organization.
- Established and maintained professional relationships with all third parties (vendors, financial institutions, trade partners) the firm works with regularly to ensure smooth procurement and delivery of products and services.
- Ensured team members work in accordance with operational standards and stay up to date with product knowledge, sales process, etc. by facilitating periodical product training sessions.
- Initiated meetings with organizations with the aim of signing an MOU to boost sales and grow company revenue.
- Resolved product or service problems by clarifying the customer's complaint; determining the cause of the problem; explaining the best solution to solve the problem; expediting correction or adjustment and followed up to ensure resolution.
- Credit Analysis
- Provided and analyzed reports for management review (Weekly & Monthly Reports).

## **Customer Service Specialist**

July 2015 – August 2016

### **Responsibilities:**

- Received, reviewed, and processed customer's orders, applications, and requests, whilst working within the framework of the laid down credit policies.
- Retained clients by paying close attention to customer's needs, clearly explaining processes, and promptly addressing their concerns within pre-agreed time scales.
- Supported the marketing/sales team in developing business plans to achieve company revenue goals and followed up on leads generated by other departments, made accurate cost calculations and provided customers with quotations
- Achieved individual, team and customer service targets by identifying opportunities where appropriate, to enhance the customer experience through accurately promoting and selling the benefits of the company's products and services.
- Provided timely feedback to company management regarding challenges or customer concerns.

## **Kaymu Nigeria (Jumia Market)**

### **Merchant Acquisition Specialist**

April 2014 – June 2015

### **Responsibilities:**

- Sourced and acquired vendors/SMEs in Nigeria, arranged training sessions for a seamless and timely on-boarding process flow for newly acquired merchants/vendors within a stipulated time frame.
- Evaluated and monitored merchant activities to ensure that vendors registered on the platform upload minimal number of SKU on seller center and comply with the upload standard.
- Improved vendor performance to achieve planned outcomes based on the business case and ensured compliance with corporate and service level agreements.

## **Marjos International College**

### **Teacher/Drama Coordinator**

January 2013 – April 2014

### **Responsibilities:**

- Promoted students' intrinsic motivation by providing meaningful and progressively challenging learning experiences which include, but are not limited to self-exploration, setting goals, planning, implementing, and demonstrating initiative in tasks and projects
- Identified the needs of individual students and worked to help each child develop his or her own potential.
- Ensured the smooth running of daily affairs by assisting in handling managerial duties and coordinated the school's drama unit.

## **National Theatre Iganmu, Lagos**

### **Administrative Assistant, Technical Department. (NYSC) July 2011 – July 2012**

### **Responsibilities:**

- Scheduled meetings, interviews, prepared business correspondence, agendas, and presentations.
- Assisted in all aspects of administrative management, directory maintenance, equipment inventory and storage.
- Coordinated between departments and other units in resolving day-to-day administrative and operational problems.