

# FAITHIANA IMOKE

## Executive Assistant

Victoria Island, Lagos

+234-902-6609-389

imokefaith@gmail.com

linkedin.com/in/faithiana-imoke

## EDUCATION

### BSC, BUSINESS ADMINISTRATION

National Open University, Nigeria

2020

### PROJECT MANAGEMENT PROFESSIONAL (PMP)

2006 - 2012

### SECONDARY SCHOOL CERTIFICATE EXAMINATION

Kuramo College

## SKILLS

- Time Management
- Logistics
- Database Management
- Calendar Management
- Coordinating Conference Calls
- Problem Solving
- Travel Arrangements
- Interpersonal Skills
- Brand Positioning and Differentiation
- Brand management
- Strong proficiency in social media platforms and scheduling tools.
- Exceptional written and verbal communication skills.
- Proficient in using Zoom and other virtual event platform

## PROFILE

Executive Assistant with over 4 years of experience in effective administrative and office management skills desires the opportunity to partner with company leaders to enhance administrative operations and workforce productivity. Strengths include providing executive level support, calendar management, event and travel coordination, strong customer service, accounting reconciliation and expense reporting, tracking organizations budget. Team player with a positive can-do attitude, highly motivated, resourceful and reliable, detail-oriented with the ability to multi-task.

## WORK EXPERIENCE

2021-

Date

Todun Advisory

### DIGITAL MARKETING SPECIALIST

- Developed and implemented comprehensive digital marketing strategies to drive brand awareness and generate leads for patronizing brands.
- Managed and optimized PPC campaigns across various platforms, resulting in a 20% increase in conversion rates. Created engaging and persuasive content for email marketing campaigns, resulting in a 25% increase in email open rates.
- Monitored and analyzed key performance indicators (KPIs) to measure campaign effectiveness and make data-driven decisions.
- Collaborated with cross-functional teams to ensure brand consistency and align marketing efforts with overall business goals.
- Stayed up-to-date with the latest digital marketing trends and tools, implementing innovative strategies to stay ahead of the competition.

2021-  
2022

Strictly Babes Limited

### SALES DIRECTOR

- Created and fostered relationships with vendors to obtain and develop desired products, and negotiate optimum pricing, discount terms, and transportation arrangements for merchandise.
- Assisted in the training of new sales associates adapting feedback and adhering to company policies.
- Actively monitored key performance metrics of sales team, identified challenges, and created new solutions applying proven problem-solving techniques.
- Developed and implemented sales plans to expand customer base and increase customer retention.

## REFERENCE

- Available on request.

2019 - | Tierra Bendita  
2021 | **EXECUTIVE ASSISTANT**

- Supported executives with project support, data tracking, and administrative tasks. Frequently commended for quick-thinking and resourcefulness.
- Reported to the CEO and handled a wide variety of day-to-day tasks.
- Maintained schedules, communicated with clients, and arranged travel.
- Handled accounts payable and receivable, and maintained documentations.
- Coordinated company events and ensured employees remained up-to-date on events and initiatives.
- Examined, selected, ordered, and purchased at the most favorable price merchandise consistent with quality, quantity, specification requirements and other factors.

2017- | Lingerie Haven  
2018 | **EXECUTIVE ASSISTANT**

- Managed company meeting calendar and handled travel arrangements for the CEO.
- Assisted with daily email communications and drafting content for important meetings.
- Coordinated travel arrangements, including flights, hotels cutting the company's travel costs by 20%.
- Drove brand awareness by assisting in merchandising and display set up.
- Ensured availability of all products by stocking and organizing merchandise.
- Promoted customer satisfaction by answering questions and efficiently addressing concerns.

August - | Bank of Industry  
September 2015 | **INTERN**

- Sorting, inputting, and filing invoices and checks
- Posting and verifying details of extensive business transactions to ledgers, spreadsheets, and or databases
- Work through hypothetical client financial template and help them achieve their financial goals
- Sit in weekly meetings discussing ways to help clients

2012 - | Strictly Babes Limited  
2016 | **EXECUTIVE ASSISTANT**

- Provided sample garments to agents and sales representatives, and arranged for showings of sample garments at sales meetings or fashion shows.
- Managed and organized vendor order logs, invoices, and reconciled expenses
- Hands-on experience in sketching designs for clothes, selecting fabrics and colors and managing the complete design of the clothing.
- Provided brand and products knowledge to the customers.