

# Goodnews Ozioma Ikpele

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## Personal Details

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- Date of Birth : 25/01/2003
- Marital Status : Single
- Gender : Female

## PROFESSIONAL SUMMARY

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- An Entry-level marketing professional with a strong interest in customer acquisition, relationship management, and deposit mobilization. Eager to contribute to business growth by promoting banking products, supporting sales targets, and delivering excellent customer experiences in a fast-paced banking environment.

## Skills

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- Technical Skills: Office Suites: Microsoft Office, Google Workspace, Excel.
- Basic Graphic Design: Canva and Adobe
- Communication Tools: Zoom, Google Meet, WhatsApp Business
- CRM Software: HubSpot.
- Soft Skills:
- Relationship Management
- Problem Solving & Critical Thinking
- Teamwork
- Attention to Detail & Time Management.
- Record Keeping & Reporting
- Invoicing & Payment Tracking.
- Digital Marketing Fundamentals
- Confidentiality
- Proactive & Fast Learner

## Experience

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- **Century 21 Freedom Organisation (C21FG), Benin City, Edo** June 2023 - September 2025  
Marketing & Customer Support representative
  - Engaged prospective and existing customers to promote products and services, contributing to increased customer awareness and engagement.
  - Supported customer onboarding by providing accurate product information and guiding customers through account-related processes.
  - Assisted in relationship management by maintaining positive customer interactions and ensuring timely follow-up.
  - Handled customer inquiries and resolved complaints professionally to improve customer satisfaction.
  - Worked with team members to meet assigned sales and service targets.
- **Goodystores venture** January 2024 - November 2025  
Digital Marketer (Remote)
  - Managed social media accounts, created and scheduled posts, and monitored engagement.
  - Assisted in promoting products across digital platforms and responding to customer inquiries.
  - Conducted simple market research to identify customer preferences and sales opportunities.
  - Created and shared basic promotional content that increased customer engagement.
  - Supported the sales team with lead follow-up and basic campaign coordination.
  - Managed daily retail operations and customer service.
- **Lagelu NYSC CDS Group (IBADAN)** July 2024 - March 2025  
Treasurer, Sport Unit (Volunteer)
  - Managed and accounted for group funds, ensuring transparency, accuracy, and proper financial records.
  - Coordinated collection and disbursement of funds for sporting and group activities.
  - Worked closely with leadership to plan budgets and control expenditures.
  - Built trust with members through clear communication and accountability.
- **DLCF organization, Benin City** January 2023 - November 2023  
Financial Coordinator (Volunteer)
  - Coordinated and executed a successful virtual conference for 100+ participants, resulting in a 15% increase in

organisation visibility and lead generation.

- Assisted in the creation of a comprehensive social media strategy, leading to a 25% increase in online engagement and follower growth.
- Organised regular meetings, special events, and associated travel as needed.
- Collaborated with the Pastor to streamline administrative processes and improve overall program efficiency.
- Managed the financial section and disbursed money when needed.

## Education

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- **University of Benin** 2023  
Education and Chemistry (B.Ed)  
Second class lower

## Certifications

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- Inbound Marketing – HubSpot Academy
- Fundamentals Of Digital Marketing – By Great Learning 2024
- Customer Relationship Management (CRM) – HubSpot Academy
- ALX Virtual Assistant Certificate – ALX 2024
- Jobberman Soft Skill Training – Jobberman 2023

## Interests

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- Personal Development
- Content Writing
- Business
- Creative Writing
- Music

## Reference

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- Available on request