ALADI VICTORIA SALIFU (B.Sc.)
Address: 35 Ebute Kekere Street, Off Lasu-Isheri Road, Lagos, Nigeria
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PROFESSIONAL SUMMARY

I am a results-driven Social Media Manager and Content Creator with a strong passion for storytelling, creativity, and scriptwriting, supported by hands-on experience in customer service, sales, and business operations. I have successfully increased brand visibility and engagement through strategic content, leading to more client inquiries and conversions at AHZ Nigeria. I take pride in building and maintaining strong relationships with clients and partners, helping them navigate international study and travel processes with a high success rate. Throughout my career, I have consistently resolved customer complaints effectively, improving satisfaction and retention, while also meeting sales targets and contributing to business growth. I have led teams, improved operational efficiency, and implemented workflow strategies that boosted productivity at Morvic Enterprise. Additionally, I have organized outreach programs and career events to attract new clients, and I bring strong communication and leadership skills developed over years of teaching and professional experience.

CORE COMPETENCIES

- Storytelling
- Creativity & originality
- Scriptwriting
- Customer Service & Relationship Management
- Sales Strategy & Business Development
- Team Leadership & Staff Training
- Complaint Resolution & Client Retention
- Marketing & Client Engagement
- Budgeting & Performance Reporting
- Knowledge of GDS (Amadeus, Galileo, Sabre – Basic/Familiarity)

PROFESSIONAL EXPERIENCE

Social Manager/ Content Creator
AHZ Nigeria | Lagos, Nigeria
June 2025 – Till Date

- Advise clients on international study opportunities, travel requirements, and documentation processes.

- Provide guidance on visa applications, travel compliance, and admission procedures.
- Support clients with CV preparation, interview readiness, and application submissions.
- Promote international travel/study packages and services to prospective clients.
- Build and maintain relationships with partner institutions and stakeholders.
- Organize career events and outreach programs to attract and retain clients.

Operations Manager/ Social Media Manager/Content creator
Morvic Enterprise | Nigeria
[Feb 2024 - May 2024]

- Oversee daily operations, ensuring efficiency and smooth service delivery.
- Supervise staff, assign responsibilities, and monitor performance.
- Manage logistics, procurement, and administrative processes.
- Implement strategies to improve workflow, productivity, and customer satisfaction.
- Prepare reports and support business decision-making processes.

Customer Service Officer (Remote)
Oxlivia Nigeria Limited
Feb 2023 – Jan 2024

- Handled customer inquiries related to services, bookings, and general support.
- Resolved complaints effectively, ensuring high levels of customer satisfaction.
- Acted as the first point of contact, maintaining a professional brand image.
- Build strong relationships with clients, encouraging repeat business.

Customer Care Specialist
Airtel Franchise | Jalingo, Taraba State
January 2022 – January 2023

- Managed customer interactions across calls and social media platforms.
- Promoted services and handled transactions, contributing to revenue generation.
- Ensured confidentiality of customer data and compliance with policies.
- Resolved issues promptly, improving customer retention and satisfaction.

Government Teacher
Light of Life Academy
September 2015 – December 2021

- Delivered structured lessons and managed classroom activities.
- Developed communication, leadership, and organizational skills.
- Assessed performance and maintained accurate records.

Sales Representative / Front Desk Officer
Yakigar Beauty and Home Decor | Jalingo, Taraba State
November 2014 – March 2015

- Achieved sales targets through effective client engagement and negotiation.

- Managed front desk operations and handled customer inquiries.
- Prepared sales reports and contributed to marketing efforts.

Business Studies Teacher (NYSC)
Concordia Secondary School | Jalingo, Taraba State
November 2014 – October 2015

- Delivered business studies curriculum and evaluated student performance.
- Maintained academic records and supported student development.

EDUCATION

Bachelor of Science (B.Sc.) in Business Management
University of Uyo, Uyo
September 2010 – October 2014

National Youth Service Corps (NYSC)
December 2014 – November 2015

Senior Secondary Certificate (NECO)
Santos Secondary School, Lagos
September 2004 – June 2009

PROFESSIONAL DEVELOPMENT

- Training in Customer Service Excellence
- Basic Knowledge of Global Distribution Systems (Amadeus, Galileo, Sabre)
- Workshop Participation in Travel Documentation & Visa Processing

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KEY ACHIEVEMENTS

- Successfully advised and supported multiple clients in securing international study placements.
- Improved customer satisfaction through effective complaint resolution and relationship management.
- Increased client engagement through outreach programs and advisory services.
- Demonstrated leadership by effectively managing operations and supervising teams.

KEY SKILLS

- Excellent communication and interpersonal skills
- Strong leadership and team coordination ability
- Ability to multitask and work under pressure
- High level of professionalism and integrity
- Strong sales and negotiation skills
- Customer-focused and result-driven

PERSONAL INFORMATION

Sex: Female
Marital Status: Married
State of Origin: Kogi State
Local Government Area: Ankpa
Nationality: Nigerian
Languages: English, Igala, Ibibio

REFERENCES

Available upon request