ANIFOWOSE OLUWADARE DAVID

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Lagos, Nigeria

PROFESSIONAL SUMMARY

Customer Experience, Service Operations, and Relationship Management Professional with 10+ years of experience driving customer satisfaction, service excellence, complaint resolution, operational efficiency and stakeholder engagement across banking, technology, consulting, mobility and digital services. Proven track record of managing high-volume customer interactions, leading cross-functional initiatives, strengthening customer retention, improving service delivery and ensuring compliance with regulatory and operational standards. Experienced in customer lifecycle management, complaints handling, digital customer support, KYC compliance, service recovery, process improvement, performance reporting and team development. Recognized for increasing client retention by 25%, achieving a 70% customer conversion rate, maintaining service excellence KPIs and delivering customer-centric solutions that improve business performance and customer loyalty.

CORE COMPETENCIES

- Performance Reporting
- Client Relationship Management
- Service Operations & Delivery
- Stakeholder Engagement
- Cross-functional Collaboration
- Stakeholder Manegement
- Customer Retention & Engagement
- Customer Experience Management
- Team Leadership & Performance Management
- Complaint Resolution & Service Recovery
- Digital Customer Journey Optimization
- Banking Operations & Regulatory Compliance
- KYC, AML & Operational Risk Management
- CRM & Case Management System
- Process Improvement & Service Innovation
- Voice of Customer Analysis

PROFESSIONAL EXPERIENCE

IDEAZQUTION CONSULTING
Snr Brand/Digital Executive
Nov 2025 – Present
Accounts: TotalEnergies, Simba Solar Talegent, Interswitch, Ogwimeh and TVS HLX

- Lead stakeholder engagement and customer experience initiatives across multiple client accounts, ensuring service excellence and successful project delivery
- Coordinate cross-functional teams across strategy, digital, creative, operations and vendor management functions.
- Serve as the primary escalation point for client concerns, ensuring timely issue resolution and service recovery.

- Monitor customer sentiment, campaign performance, account health and client satisfaction metrics through data-driven reporting.
- Drive continuous improvement initiatives that enhance customer engagement, operational efficiency and service quality.
- Successfully delivered the TotalEnergies TEMC+ launch project through effective stakeholder coordination and customer-centric execution.

QARZY USA
Guest Support (Remote)
Jan 2025 – July 2026

- Managed customer enquiries through live chat and digital support channels while maintaining service quality standards.
- Investigated and resolved customer complaints, escalations and service issues to ensure positive customer outcomes.
- Coordinated with operations teams to resolve complex cases and improve customer experience.
- Maintained accurate records of customer interactions, complaints, resolutions and follow-up actions.
- Supported customer experience reporting and service quality monitoring initiatives.
- Ensured compliance with data privacy requirements and customer information handling standards.

PROKIP
Business Relationship Manager (Remote)
Jan 2025 – Nov 2025

- Managed a portfolio of business clients while serving as the primary relationship owner and trusted advisor.
- Conducted customer onboarding activities and supported adoption of digital solutions and platform services.
- Resolved customer enquiries and support tickets within an average turnaround time of 24 hours.
- Collaborated with product, operations, and support teams to improve customer experience and service delivery.
- Captured customer feedback and insights to support continuous service improvement initiatives.
- Achieved a 70% conversion rate from product demonstrations to active customers through effective relationship management.

REDOT DIGITAL MARKETING CONSULTANCY (DIGITAL AGENCY)
CHAMUZE NIGERIA LIMITED (E-COMMERCE)
Business Strategy Specialist
Nov 2022 – Oct 2024
ACCOUNTS: Sandtex Paint, Zoam, Grand Oak Limited (GOL), Amel Susan(AISL), PZ Cusson & PZ Wilmer, Nestle, Olams and FMN

- Managed multiple client accounts simultaneously while maintaining high levels of customer satisfaction and stakeholder engagement.
- Increased client retention by 25% through proactive relationship management and customer-focused service strategies.
- Designed and implemented operational frameworks that improved service delivery efficiency and resource utilization.
- Developed performance reports, customer insights and service improvement recommendations for leadership decision-making.
- Acted as the primary liaison between executives, clients and internal teams to ensure alignment and issue resolution.
- Improved customer journey processes across digital and e-commerce platforms, enhancing customer experience and conversion rates.

FIRST BANK NIGERIA LIMITED
Service Executive
Mar 2015 – Oct 2022

- Managed customer service operations within a high-volume banking environment, supporting hundreds of customer interactions monthly.
- Served as the first point of contact for customer enquiries, complaints, account maintenance requests and service-related issues.
- Investigated and resolved complex customer complaints while ensuring compliance with service standards and banking regulations.
- Supported customer onboarding, KYC verification, digital banking adoption and account servicing activities.
- Collaborated with operations, compliance and digital banking teams to improve customer experiences and service delivery.
- Maintained adherence to banking regulations, operational controls, AML requirements and internal compliance standards.
- Consistently achieved over 80% of assigned performance KPIs through exceptional customer relationship management.
- Awarded Best Customer Service Personnel (2018) and contributed to a team recognized as Best Compliance Team in Lagos (2020).

MTN NIGERIA
Customer Service Representative
Jan 2014 - Jun 2014

- Made cold calls to subscribers to obtain clean data.
- Eyeballed to give an insight into specific questions to ask subscribers.
- Maintained accurate customer records and completed data entry activities with a high level of accuracy.
- Adhered to the schedule as prescribed by the Team Lead.
- Provided weekly performance updates and customer feedback reports to team leadership.
- Documented customer complaints and ensured prompt escalation and resolution.

- Consistently met service quality standards and team performance targets.

TOP ACHIEVEMENTS

- Increased client retention by 25% through proactive customer engagement and relationship management.
- Achieved a 70% conversion rate from client demonstrations to active customers.
- Maintained an average 24-hour turnaround time for customer enquiries and support requests.
- Consistently exceeded service KPIs in a high-volume banking environment.
- Awarded Best Customer Service Personnel for delivering exceptional customer experiences.
- Contributed to a team recognized as Best Compliance Team in Lagos, demonstrating strong compliance and risk management practices.
- Successfully delivered the TotalEnergies TEMC+ Launch Project through effective stakeholder management and operational execution.

EDUCATION

Yaba College of Technology Yaba, Lagos State **2013**
ND statistics

Ambrose Alli University Ekpoma, Edo State **2011**
B.sc Economics

PROFESSIONAL CERTIFICATES

Utiva, Lagos State **2024**
Business Analysis

Oxygen School of Advertising, Lagos State **2022**
Total Brand Experience

Google Digital Skill for Africa **2020**
The Foundation of Digital Marketing

Institute of Telemarketing Diploma, Houston, Texas **2014**
(Lagos, Nigeria)
Certified Customer Service Telesales Professional

References will be provided on request.