OGBUAGU FREEDOM CHIDIEBERE

52, Arije Musa Street, Off Shoga Street, Isuti Road, Egan-Igando, Lagos.

Mobile: 09115700726 **Email: ogbuagufreedom2000@gmail.com**

PROFESSIONAL SUMMARY:

Results-driven professional with experience in customer service, social media marketing, data management, and customer engagement. Skilled in handling customer inquiries, generating leads, analyzing market data, and building strong client relationships to support business growth.

COMPETENCIES:

- Lead Generation
- Sales & Negotiation
- Customer Relationship Management
- Customer Service
- Market Research
- Digital Marketing
- Data Analysis

TOOLS:

CRM: HubSpot CRM (Basic), CRM Systems, Marketing: Google Analytics, Canva, Data: Microsoft Excel, Google Sheets, SEO: SEMrush, Yoast SEO, CMS: WordPress / WooCommerce

EMPLOYMENT HISTORY:

Y&D SPARKLE ENTERPRISES **2024 - 2026**

Post Held: CUSTOMER SERVICE REPRESENTATIVE

Responsibilities:

· Responded to customer inquiries via phone, WhatsApp, email and social media, providing accurate product information and timely support.

· Handled customer complaints and order issues, resolving them promptly to improve customer satisfaction and retention.

· Processed customer orders and followed up on payments, deliveries and returns to ensure a smooth buying experience.

· Supported sales of household products by answering product questions, recommending suitable items and guiding customers to purchase.

· Maintained accurate records of customer inquiries, feedback and follow-ups to support tracking and reporting.

· Built and maintained positive client relationships through clear, professional and courteous communication.

· Relayed customer feedback to the sales and marketing team to support promotions and improve service delivery.

ONYC HAIR INTERNATIONAL **2023 - 2024**

Post Held: DATA ENTRY & E-COMMERCE SEO SPECIALIST

Responsibilities:

· Managed and maintained customer and sales data to support business decision-making and reporting

· Regularly review and verify data for errors, inconsistencies, or duplicates, ensuring all records are up-to-date and accurate.

· Generated insights from sales and customer data using Excel to improve operational efficiency

· Supported customer engagement and order resolution, improving client satisfaction and retention

· Provide accurate and timely data to the customer service team to assist with order tracking, inquiries, and resolving customer issues.

· Use Microsoft Excel to create, manage, and analyze spreadsheets, including formulas, pivot tables, and data visualization tools, to support business operations and decision-making.

· Design and maintain professional Excel templates and reports, ensuring data is presented clearly and effectively for internal teams and stakeholders.

E-commerce / Content / SEO:

· **Product page management:** create and edit product pages (titles, variants, pricing, images, tags/collections); maintain catalog consistency.

· **Product descriptions:** research features/benefits and write clear, conversion-focused copy aligned with brand tone.

· **On-page / Product SEO optimization:** optimize titles, meta descriptions, H1/H2, image alt text, internal links, URL slugs; apply keyword research (search intent & long-tail) to boost organic visibility.

· **Blog writing:** plan, draft, and publish keyword-targeted articles (how-tos, buying guides, FAQs) to support discovery and internal linking.

· **Blog editing / Evergreen SEO optimization:** update older posts for freshness and accuracy; improve structure, rich snippets, and internal links; refresh keywords, media, and CTAs to maintain rankings and steady traffic.

· **SEO hygiene:** run periodic on-page audits (duplicate/thin pages, broken links), compress/rename images, and update schema/metadata as needed.

· Design and maintain professional Excel templates and reports, ensuring data is presented clearly and effectively for internal teams and stakeholders.

TOOLS: Excel, Google Sheets, MS Word/Google Docs, CRM, (WordPress/WooCommerce), Google Search Console, Google Analytics, (Yoast SEO/SEMRush), Canva.

COTECNA INSPECTION LIMITED **2021— 2024**

Post Held: QUALITY CONTROL ANALYST

Responsibilities:

· Collect product samples and prepare them for laboratory analysis or testing.

· Signal other workers to weigh, move, or check products.

· Examine products or materials, parts, subassemblies, and packaging for damage, defects, or shortages, using specification sheets, gauges, and standard charts.

· Ensure raw materials and finished products meet specifications through meticulous examination and precise measurement tools.

· Maintain detailed records of inspections, noting deviations or defects found to ensure traceability and quality control.

· Communicate identified defects promptly to supervisors and collaborate on corrective actions for timely resolution.

· Verify products (cocoa) meet industry standards, company policies, and regulatory requirements by staying updated on quality regulations.

WOLCREST COLLEGE **2020– 2021**

Post Held: CHEMISTRY TUTOR

Responsibilities:

· Designed standards-aligned lesson plans (WAEC/NECO) covering physical, organic, and inorganic chemistry, with clear learning objectives and assessments.

· Prepared and delivered engaging lectures, demonstrations, and problem-solving sessions to mixed-ability classes (SS1–SS3).

· Set up, supervised, and debriefed laboratory practicals; enforced lab safety protocols (PPE, MSDS, waste disposal) and maintained compliance with school policies.

· Developed and graded quizzes, assignments, and practical reports; analyzed results to identify learning gaps and adjusted instruction accordingly.

· Maintained accurate classroom, attendance, and grade records using school systems; prepared term reports and continuous assessment summaries.

·Provided exam preparation (WAEC/NECO/mock exams): past-question drills, test-taking strategies, and topic revision guides.

· Managed laboratory inventory (reagents, glassware, apparatus); coordinated requests, basic calibration checks, and safe storage/labeling.

· Communicated student progress and conduct with parents/guardians through meetings, calls, and open-day conferences.

·Supported school activities: science fairs, career talks, clubs, and invigilation duties.

IRISEN PRIVATE SCHOOL **2016– 2018**

Post Held: CLASS TEACHER

Responsibilities

· Preparing lessons, units, and projects to complete learning objectives.

· Establishing and communicating clear objectives for lessons, units, and projects.

· Adapting teaching methods and materials to meet the interests and learning styles of students.

·Encouraging students to explore learning opportunities and career paths.

EDUCATION

BACHELOR OF SCIENCE - INDUSTRIAL CHEMISTRY **2017- 2021**

EBONYI STATE UNIVERSITY

SENIOR SECONDARY SCHOOL CERTIFICATE **2014–2016**

SPECIAL SCIENCE SCHOOL

FIRST SCHOOL LEAVING CERTIFICATE **2005— 2010**

SUN STAR CHILDREN SCHOOL

CERTIFICATIONS

CERTIFICATE OF COMPLETION: Computer **2020**

ELSALIZZY COMPUTER TRAINING

CERTIFICATE OF PARTICIPATION: Household Products **2019**

CARRIER-BASE ACADEMY COMPANY

LANGUAGE

- English
- Igbo

REFEREES

Pastor Precious Ogbuagu

08023384571

Bishop Uchenna Uba

08033222729