Cynthia Miracle Anyasoro

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Brand Communications & Product Growth Executive

Results-driven Brand Communications and Product Growth professional with 4+ years experience driving brand awareness, patient engagement, and product-led growth in healthcare, social impact organisation , diagnostics and medical device.

Core Competencies

- Brand Strategy & Communications: Brand identity, campaign planning, content creation, press releases, stakeholder storytelling, WhatsApp/SMS/Google Business growth
- Product Marketing & Growth: Product launch, A/B testing, customer journey mapping, AI for Product Management, data-driven decision making, KPI dashboards & reporting
- Business Development & Partnerships: Market analysis, lead generation, doctor/pharmacy/corporate referrals, sales proposals, +25% sales growth, ESG & sustainability insights
- Customer Experience & Retention: Client communication, results dispatch, complaint resolution, patient engagement (+70% retention, -70% uncollected results), loyalty building
- Digital & Tools: Simplilearn Certified (Brand Strategy, Digital Marketing, Marketing Automation), Pendo(AI for Product, Supply Chain Analytics), Mind the Product (Growth), CRM/WhatsApp Business.

Work Experience

Laboratory Intern (SIWES) | Heartland Diagnostics, Imo State, Nigeria
[Year – 2013 6 months]

- Performed routine microbiological tests (culture, gram staining), haematology (Hb), and basic chemistry assays under senior supervision.
- Communicated with patients to explain test procedures, collect samples, and deliver results with clarity and empathy.
- Maintained accurate records and ensured proper disposal of bio-hazardous materials.
- Supported laboratory quality control by verifying reagents and equipment function before each shift.

Graduate Research Assistant (Master's level research) | Ogun State, Nigeria
[Year - 2021]

- Conducted microbiological and physiochemical analyses of drinking water samples from multiple sources across Ogun State.
- Applied aseptic techniques, serial dilutions, and membrane filtration to detect coliforms and pathogens.
- Documented and interpreted data, identifying contamination patterns and presenting findings to faculty.
- Gained proficiency in lab safety, quality assurance, and independent experimental design.

Brand Communications Manager (Intern)
June 2025 – December 2025 *Sharon and Friends Green Initiative | Lagos, Nigeria*
A Non-Governmental Organization

- Developed and implemented a social media strategy
- Crafted press releases and media pitches
- Built partnerships and collaborations.
- Created engaging content for environmental education.

- Built the organization's brand identity and reputation.
- Supporting fundraising efforts through effective storytelling and communication
- Communicating the mission, vision and impact to stakeholders.

International Business Development Executive Jan 2022 – Jan 2023 *Medpau International Limited | Lagos, Nigeria*

A medical device outfit

- Compiled and presented sales report for senior management.
- Conducted market analysis integrating ESG trends and sustainability insights
- Coordinated quotes and proposals per client requirements.
- Collaborated with remote teams to drive sales growth and brand reputation.
- Spearheaded sustainable product launches, driving 25%salesgrowth

Facility and Communications Officer Feb 2021 - Oct 2022

West Norwood Realty | Lagos, Nigeria

A facility management company

- Implemented process improvements reducing waste and increasing customer satisfaction.
- Coordinated stakeholder engagement and sustainability initiatives.
- Utilized software tools for efficient project management and reporting.

Education

UN Dec 2025
Introduction to Sustainability Finance

The ESG Institute Dec 2025
ESG Reporting

Alison Nov 2025
Building a brand strategy

Simplilearn Aug 2025
Basics of Branding

Simplilearn Aug 2025
Digital Marketing Strategy

Simplilearn Aug 2025
Marketing Automation Foundation

Simplilearn Aug 2025
A/B Testing 101 for beginners

Alison Mar 2025
Data-driven decision making for business growth

Mind the Product Mar 2025

Ai for Product Management

Rutgers University Jan 2025
Supply chain analytics essentials

University of Lagos Jan 2021
MSc in Environmental Toxicology and Pollution Management

Chukwuemeka Odumegwu Okukwu University Oct 2014
BSc in Microbiology

Languages

English (Native), French (Beginner)