# Nwachukwu Tochukwu Collins

## Marketing Professional

09122410324 · tnwachukwu1@gmail.com ·

Results-driven Marketing Specialist with 4 years post-university experience across facility management, B2B & B2C marketing, and automotive sectors. Second Class Upper in Marketing, UNN. I turn online attention into real sales . Passionate about sale campaigns, advertising, content writng that converts, search engine optimization and brand growth in the Nigerian market

**Soft Skills**

- Emotional intelligence
- Adaptability
- Creativity & idea generation
- Active listening
- Customer-centric mindset
- Problem-solving
- Critical thinking
- Time management & Prioritization
- Persuasion & influence
- Team Collaboration and Leadership
- Effective Communication and Presenting Skills

## Experience

**Branch Sales Manager, Otos Autos** **Oct 2023- Present**
*Lekki, Lagos*

-I came into the company that was just a year old in the Lagos market, decided on campaigns that yielded results; Sold 100+ vehicles directly through Instagram and Walk in Clients by creating a high-converting listing system: uploading professional photos, SEO-optimized website descriptions, and <10 mins lead response.
- Generated over ₦360M+ in sales pipeline and increased qualified walk-in inquiries by 70% using Google Ads and Instagram Reels.
- Grew Instagram from 1.2k to 11.5k organic followers, with 85% increase in engagement and 3x more DMs per week.
- Reduced cost-per-lead by 28% on Google Ads through keyword optimization and negative keywor ds.

**Marketing Associate, City Sports** **Mar 2023 - Oct 2023**
*Victoria Island, Lagos*

Executed market researches aimed at building new customer base mainly B2B clients because we were a company that deals in the supply of sporting equipments and also provide sporting services to business that needed it most especially schools, banks this also included individuals B2C
I maintained a daily relationship via phone calls with our numerous clients; parents who had children at different programmes that we offered (football trainings/academy, swimming training, basketball, athletics)
The major source of income was our travel programs which I successfully generated and converted leads that patronised our travel camps to Málaga, Leipzig, Austria. These programs brought in big revenues as they were expensive and I proudly brought a 35% increase to it's patronage during my time

## Experience continued

**NYSC Experience** **Dec 2022 - March 2023**
**Operations Intern, Hands on facility Nigeria limited**
**Eleganza Gardens, VGC**

- I carried out regular stocktaking to keep warehouse inventory accurate.
- I performed quality control checks on incoming and outgoing goods.
- I assisted with daily warehouse operations and supported other teams.
- I helped keep storage areas organised and stock records up to date.
- I counted, recorded and reported stock levels as part of inventory work.
- I inspected products and flagged any defective items.
- I supported stock control processes to reduce errors and discrepancies.
- I contributed to smooth and efficient warehouse operations.

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**EDUCATION**

- B.Sc. Marketing - Second Class Upper (2:1)
- University of Nigeria, Nsukka | 2016 - 2022
- Relevant Courses: Consumer Behaviour, Marketing Research, Digital Marketing, Sales, Advertising

**CAREER SKILLS**

Marketing: Lead Generation, Brand Activation, Campaign Management, Market Research, Sales Funnel Optimization, Copywriting
Tools: Canva (Expert), Facebook Marketplace (Expert), Instagram Marketing, Google Ads, Google Analytics, Meta Business Suite, Mailchimp, MS Excel

**CERTIFICATIONS**

- Google Ads Search Certification - 2024
- Google digital and e-commerce marketing - 2024
- HubSpot Content Marketing (In Progress)

**REFERENCE**

Available on Request

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