

Nkechi Esan

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Digital Marketing Specialist

I enjoy understanding an organization's business and communication needs and developing strategic plans to increase their audience engagement and revenue. My communication style easily adapts to various audiences whether consumer, business to business or not for profit. Possess strong organizational skills, ability to multi-task, and work in fast-paced work environments with demanding deadlines.

Key Skills

- Web Design & Content Management
- Email Marketing
- Marketing Strategy & Campaigns
- Creative Team Leadership
- Corporate Communications
- Web & Print Content Development
- Design & Brand development
- Creative Design process

Professional Experience

Online Marketing Specialist 2013 to present

Design Inception

- Collaborating with clients to design online marketing strategy to meet their goals.

Team Lead, Online Payments

2012 to 2013

Stanbic IBTC Bank

- Worked with international team and vendors to redesign online banking application and promoted it to increase its usage by 400% within a year.
- Successfully launched and marketed a Corporate Payment Gateway for business clients.

Team Lead, E-Business

2004 to 2012

Stanbic IBTC Pensions

- Designed and led a new lead-generation website project from the ground-up, contributing to an growth in customers from inception to 1 million within 5 years, cementing the company's position as the number 1 pension manager in the country.
- Led a large team including coders and user interface designers.
- Managed digital budgets and improved performance of organic search traffic.
- Designed email marketing platform and created new email campaigns keeping over 300,000 clients engaged.
- Managed corporate communications via intranet for three companies. Created Web portal to transform previously archaic intranets into dynamic websites improving communication flow and adding an effective sales tool for field reps.
- As Head of Applications Management team, designed various websites and CRM applications to galvanize sales to over 1 million clients of three companies; Stanbic IBTC Pension Managers, Stanbic IBTC Asset Management and Stanbic IBTC Stockbrokers.

- Set up pioneer Customer Service team to provide excellent customer service, receiving incoming calls, emails and letters from clients and responding within SLAs.

Management Trainee 2002 to 2004 **Stanbic IBTC Bank Plc**

- Designed MS Access database application to manage Trade Finance documentation lifecycle for department. This reduced redundancy in records keeping, speeded up processes and helped to provide accurate automated reports.

Customer Care Officer 2001 to 2002 **Zenith Bank PLC**

- Provided solutions to clients by promptly assisting to resolve issues with their accounts.

Education

University of Essex **Colchester, United Kingdom**

Master of Science in Computer Studies, 2001

University of Westminster **London, United Kingdom**

Bachelor of Arts in Business Studies with Information Technology, 2000

Internship: Designed new Intranet to improve corporate communications as Information Technology Intern at GlaxoSmithKline Plc, Surrey, England

Technology Summary

Software: Photoshop, Adobe Creative Suite, MS Project, MS Office (Outlook, Word, Access, Excel, PowerPoint)

Web/Multimedia: Wordpress, MailChimp, Constant Contact, Google Analytics, HTML, CSS, Search engine optimization, content management systems, project management systems (Microsoft Project, Team Gantt, Asana)

Personal

Permanent US resident.