

# LAURA AGBAKAHI

Administrator /Digital Marketer  
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## LINKS

[Linkedin](#)

[Portfolio](#)

[Github](#)

[Twitter](#)

## TECHNICAL/SOFT SKILLS

Troubleshooting

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Collaboration & Teamwork

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Excellent Customer care Services

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Grit/ Service Skills

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Microsoft Office /Google Workspace

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CRM Tools (Asana, clickup, Trello)

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Figma,Blender,DaVinciResolve

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Creativity and Innovation

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SEO Principles, Google Analytics

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## PROFESSIONAL SUMMARY

- An astute professional Administrator, & Product Designer/ Marketer, with strong rating in aligning business objectives comprehensive marketing and administrative knowledge to maximum operational impacts, conserve time and boost efficiency, currently seeking to advance in this field as a specialist
- A highly organized and efficient individual, whose thorough an approach to projects has yielded excellent results. Recent achievements with my current employer include the implementation of an innovative new filling and indexing gathering of requirements for app user interface.

## WORK EXPERIENCE

### Technical/Executive Assistant to Area Mgr 03/2017 - Present *ARAB Contractors Nigeria Enugu-Ph Project*

- Skillfully managed administrative responsibilities for the welfare of 12 expatriates including: maintenance issues, Cerpac preparation, facility management, handling of confidential information and reports.
- Administered system updates and security updates and upgrades for workstations, laptops and servers in over 50 contracted facilities.
- Provided support to Departmental Heads by preparation and compilation of designs, tender and technical documents/reports.
- Maintained cost and schedules associated with quarry materials with 98% accuracy.

### Admin Manager

04/ 2012 – Jan 2014

### *Daily Times of Nigeria, VI –Lagos*

- Worked as an interface to ensure synergy between client and the company.
- Liaised with the head of various units in facilitating and follow-up to expedite business contractors with current and prospective clients.
- Identified and maximized sales opportunities and increased customer retention rates.
- Handled business presentation, briefings and marker up-to-date.
- Helped to increase customer return rates by providing excellent 300 weekly customer service inquiries via phone, email and chat.

## EDUCATION

### **MBA Business Administration,**

#### **Imo State University**

September 2016- March, 2018,

GPA: 3.6/4.0

- Served as Vice-President of Events for the International BusinessStudents Association

### **BSC Public Administration**

#### **Caritas University**

June 2005 - July,2008

CGPA: 4.41

## VOLUNTEER WORK

State Coordinator for peacekeeping in GStates, Nigeria, Foreign Commonwealth through Kukar Center (02-2023- Present)

## LANGUAGES

- English (Speaking, Writing, Reading & Listening) Fluent

## HOBBIES

Playing Chess, Video Editing, Traveling.

## REFERENCES

Available under request

- Trained four employees on CRM tools, Zendesk, Zapier, Hubspot
- Achieve 97% high sales via customer satisfaction rating goal by forecasting annual sales quotas and projecting expected sales volume for existing and new products.

### **Marketing Contract Staff, FCMB Bank Aug 2011 – Feb 2012**

- Managed the marketing budget effectively, consistently achieving a 10% reduction in customer acquisition costs year-over-year while maintaining or increasing campaign effectiveness.
- Create compelling marketing materials, such as brochures, flyers, and online content, to highlight the features and benefits of banking products.
- Implement strategies to acquire new customers, such as targeting specific demographics, industries, or regions.

## PROJECTS

### **1. Video Adobe pro and Use of Canva for Business Branding**

Created commercial ads, event ads, birthday ads.

*Tools: Canva, Capcut, Adobe premiere pro, Inshot*

### **2. POS Calculus**

This is A combination of formulas (add&subtraction income and expenditure calculations in the point of sale platform.

### **3. Digital Documentation Format**

An Excel log data entry for documents scanned in PDF in Excel.

## PROFESSIONAL CERTIFICATION

- Innovation and Design,University of Sydney Australia (Cousera). 2022
- Virtual Assistant Certificate, ALX , 2022
- Wordpress Hosting and Domain , Cousera
- Customer Service, serving customers through chat & Text (linkedin) 2022
- Customer Service Problem Solving and Troubleshooting (Linkedin)2022
- Smart Thinking overcoming complexity (linkedin)2022
- Certificate of Participation Nigeria Tech EcoSystem 2019
- Best student in Microsoft Web development (NWT) Competition. 2019

## **AWARD**

- 1<sup>st</sup> and Best student in 2019/2020 Microsoft runner-up for NWT Hackaton (Nigerian Women Techstars), Developed an e-learning website for kids using HTML, CSS & JAVASCRIPT.
- Most efficient person of the year award STARNET Technologies - Developed an automated document filing system, income & statement expense in excel sheet

## **WORKSHOPS AND SEMINARS ATTENDED**

- Peace and Conflict Resolution Workshop for the Kukar Center, UK Aid, Foreign Commonwealth Development (FDCO) April, 2023.
- Deepening Stakeholders Participation for the Off-cycle Elections, National Peace Committee, 2023
- Mastering the Modern Toolbox - Your Gateway to Essential Tech Skills, Google Developer Student Class, Imo State, 2022
- Developing Nigeria's Tech Eco System imperative for improving Local Content Nigerian Communication Commission (NCC), 2019.
- Microsoft NWT, Web Development training, Imo State, 2019.
- Females in Tech, revolutionizing the overview of female participation in local startups, 2018.
- Zonal Team Leader for introduction to basic computer skill to Students in Orlu rural areas organized by Imo State Government.

## **CONFERENCES / PRESENTATIONS**

- The art of Public Speaking for Person's with Disability (PWD), at a tech startup symposium, 2023.
- Selected by the head of Independent State Architecture to present a Step-down training on conflict mapping for Stakeholders for the Kukar Center in Partnership with Foreign Commonwealth Development, 2023.