



Precious Lawani

Assistant Marketing Digital

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Languages

English

About

With a knack for quality control and customer satisfaction, I've successfully addressed client inquiries in fast-paced retail environments. My adaptability enables me to thrive in diverse settings, ensuring high product standards and prioritising customers' needs.

BRANDS WORKED WITH

Doj Panache

SamVic Eye Clinic

standard view

Experience

● Digital Marketer

SamVic Eye Clinic | Aug 2020 - Jan 2023

- Developed and executed comprehensive digital marketing campaigns to enhance brand recognition and reach.
- Formulated content strategies that effectively conveyed the company's core messages and services.
- Managed the company's presence on various social media platforms, orchestrated email marketing efforts, and oversaw Google Ads campaigns.
- Monitored and analyzed analytical data, utilizing insights to optimize the visibility and effectiveness of the company's services across all digital media channels.

● Assistant Manager

Doj Panache | Jun 2018 - Jun 2020

- Successfully addressed customer inquiries and issues to ensure overall satisfaction.
- Maintained a high standard of product quality and ensured consistent product availability.
- Collaborated closely with the store manager to provide leadership and supervision for the staff.
- Implemented necessary disciplinary actions when required, maintaining a harmonious work environment.
- Accomplished assigned tasks from the general manager with precision and efficiency.

● Quality control manager

standard view | Jun 2018 - Jul 2019

Maintained up-to-date knowledge of daily production quotas regarding payments

Maintained accurate document control

Facilitated effective resolution processes to ensure customers satisfaction on time.

Supervise the department's daily workflow, assign project workload, and monitor deadlines.



● Ad-hoc Staff (Presiding Officer)

National Youth Service Corps | Jun 2018 - Jan 2019

I played a pivotal role in the organization and execution of an election. This involved meticulously collating and consolidating the election results from various states, thereby ensuring the integrity and fairness of the electoral process.

Education & Training

2023 - 2025

● Ulster University

Master of Science,

2014 - 2018 ● **Benson Idahosa University**

Bachelor of Science,