

# Gabriella Adele

Brand manager

[View profile on Dweet](#)

## Languages

English

## About

---

To provide high quality service in merits driven environment, where teamwork, creativity and resolving challenges are accepted to add values and growth to the organization with opportunities for career development and advancement.

### BRANDS WORKED WITH

Coca-Cola Bottling Company

DUCHESS EMPORIUM FASHION HOME

Masanete Projects Limited

NATIONAL YOUTH SERVICE CORPS (NYSC)

## Experience

---

### ● BRAND MANAGER

DUCHESS EMPORIUM FASHION HOME | Feb 2021 - Now

#### RESPONSIBILITIES

- Developing and custom marketing
- Creating designs and layouts
- Creating pitches
- Creating cost and budget associated with branding
- Making decisions about cost of branding and analyzing trends in customer spending
- Developing market and advertising strategies
- Aid in creation of marketing and advertising campaigns to strengthen brand
- Developing and implementing strategies that resonate with target market
- Complete research in industry trends and public perception
- Conduct meetings with staff and clients
- Oversee marketing staff
- Oversee social media accounts and ensure brand consistency

(Sales Assistant)

#### RESPONSIBILITIES

- Attending to customers
- Greet and receives customers in a welcoming manner
- Respond to customers request and questions
- Directs customers to racks and counters
- Assisting customers in getting what they want
- Satisfying the customers
- Keeping the shop orderly
- Drive sales through engagement of customers
- Suggestive selling and sharing product knowledge
- Promote product to meet sales target
- Keep store clean and tidy
- Visual merchandising standards

### ● Project manager

Masanete Projects Limited | May 2019 - Jan 2021

#### RESPONSIBILITIES

- Create and Manage budget
- Collect and analyze project information to create status report
- Evaluate project performance
- Monitoring project and set deadlines
- Managing the team of engineers working on the site
- Regulate policies and procedures to maintain a safe and clean working environment for the project team
- Ensuring stakeholders satisfaction

### ● Project Engineer

NATIONAL YOUTH SERVICE CORPS (NYSC) | Feb 2018 - Jan 2019

#### RESPONSIBILITIES

- Creating overall quality control of the work
- Interacting with clients to meet their needs and requirements by rep-

representing them in the field

- Preparing schedule for engineers on site
- Ensuring the engineers abide by the safety rules
- Monitor all site safety and legal requirements
- Ensuring the work is completed safely and efficiently

NATIONAL YOUTH SERVICE CORPS (NYSC), ALLOCATED TO:  
LAKESHORE INTEGRATED SERVICE Lagos, Nigeria February 2018 – January 2019 (Administrative Department)

#### RESPONSIBILITIES

- Inventory management
- Scheduling of Training programs and putting together training materials
- Scheduling of meetings and appointments for the Managing Director as necessary
- Keeping and maintaining proper stock of files and materials
- Handling company registrations
- Updating portal
- Carrying out any other duties assigned to me by my boss

### ● **Administrative**

Coca-Cola Bottling Company | Aug 2018 - May 2019

(Corporative Accounting And Marketing Department)

#### RESPONSIBILITIES

- Worked with the Corporative body of Coca-Cola as a marketer
- Act as an intermediary between the Corporative and Coca-Cola Staff
- Schedule appointments and meetings as necessary
- Make product knowledge readily available to self
- Analyze and create plan for engaging the target market
- Make product appeal to target market
- Secure good deals from household brands to make available for the Corporative members
- Secure good investment deals from real estate companies for the Corporative members.

## **Education & Training**

---

2013 - 2017 ● **Benson Idahosa University**

Bachelor of Arts,