

CONTACT

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- Lagos, Nigeria

EDUCATION

Yaba College of Technology

Higher National Diploma (HND)
Electrical Engineering

Tekedia Institute

Mini - MBA (in view)

Atunrase Senior High School

WASSCE

SKILLS

- Project management
- Product Management
- GTM analysis
- Brand positioning
- Consumer insights
- Strategic planning
- Campaign development
- Cross-functional collaboration
- Leadership
- Communication
- Analytical & Research skills
- Social media management

CERTIFICATIONS

Business Development - VC4A
Media Advertising - CLI Institute
Startup Management - Cchub

VOLUNTEERING

- The Adigun Foundation - NGO
care for the Elderly
- Tech in the Slums -
Community Manager

REFEREES

Available upon request

FRANKLINE EBERECHUKWU NTAH

<https://www.linkedin.com/in/frankline-ntah-638563180/>

I help to communicate brand values, vision, and mission, creating a perfect ground for communication with audiences and giving sales and marketing the ideal foundation to be effective.

With about 4 years of experience in Brand storytelling, marketing strategies, Growth mapping, and community management, I have proven abilities to increase brand perception, and drive customer retention through effective communication while maintaining a strong focus on achieving brand equity.

EXPERIENCE

Brand & Growth Executive

WELLS ACCOUNTING & TAX (Oct 2022 - Till date)

- Successfully led the development and execution of marketing strategies for the brand, resulting in an increase in sales by 25% over two quarters.
- Conducted market research to identify consumer insights, trends, and opportunities for the brands.
- Developed and executed targeted marketing campaigns that resulted in increased brand awareness and improved customer engagement.
- Collaborated with cross-functional teams including product development, sales, and creative teams to achieve brand goals.

Brand Manager

FETRAK VENTURES (Dec 2021 - Oct 2022)

- Executed strategies to meet with company's goals
- Led strategy, communication, PR and presentation to external stakeholders.
- Led inbound training of new field sales executives who achieved an average of 120% of their sales target within their first three months
- Coordinated marketing research on new products, and competitors, and provided market intelligence reports as necessary
- Directly responsible for implementing the sales and marketing activities of the company

Country Manager

FREEKI.COM (July 2020 – Aug 2021)

- Analyzed the business environment, proposed brand objectives, and forecasted volume, margin, and market share
- Managed the Product life cycle and the Category's full marketing budget.
- Generated and implemented annual brand plans to achieve volume, profit, and market share growth.
- Coordinated the development of effective sales and marketing engagements for flawless executions.
- Led new product launches from idea generation to finished goods, including pricing, positioning, production, and packaging.
- Conducted market research to understand customer perception and behavior, formulating effective marketing strategies for maximum visibility and performance.
- Delivered compelling sales promotions and activations in collaboration with the Sales/Trade Marketing team.
- Worked closely with internal department heads for timely implementation of objectives.
- Balanced global category priorities into the local strategy for brand development and implementation.
- Managed brand portfolio and optimization planning (driving margin efficiency projects).
- Monitored and controlled performance criteria such as sales units, sales value, marketing expenditure, and profit from sales.
- Monitored competitor activities and identified future growth sectors through innovation planning.
- Conducted brand audits and developed marketing plans to drive brand objectives.

Research Marketing Manager (Remote)

NIN UK

- Conducted market segmentation analysis, leading to a 15% increase in customer engagement.
- Analyzed the competitive landscape, resulting in a 12% increase in market share.
- Executed a successful product launch, generating a 20% increase in sales.
- Improved customer satisfaction by 10% through a customer satisfaction survey.
- Implemented a content marketing campaign, leading to a 25% increase in website traffic and 30% growth in leads.
- Enhanced social media presence, gaining 50% more followers and a 20% increase in engagement.
- Developed a marketing analytics dashboard, leading to a 15% increase in ROI.
- Implemented a customer retention program, reducing churn by 12%.
- Leveraged influencer collaborations for a 20% rise in brand awareness.
- Conducted market trend analysis to identify opportunities and threats proactively.

Marketing comms & CSR

JUDORE (April 2019 – May 2020)

- Identified appropriate marketing channels (advertising, promotions & direct marketing) to ensure the correct market segment are reached
- Coordinated product Market research and development & marketing budget development.
- Created a profit analysis on each conference/event
- Developed and maintained an internal database of prospective clients
- Managed the production of marketing materials
- Supervised team members and review performances
- Managed the website and social content
- Contract negotiation with vendors and suppliers to service product delivery
- Pro-active account management – building up relationships with our client's key components and also generating referrals
- Assisted in all aspects of planning and executing marketing activities
- Monitored the success of conferences and events and providing regular progress updates to the CEO