

# LILIAN FRANCIS

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## EDUCATION

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|---|----------------------|
| • <b>MBA, Business Administration &amp; Management</b> , Sainte Felicite University Benin | July 2014            |
| • <b>HND, Computer Science</b> , Institute of Management & Technology Enugu Nigeria       | Sept 2000 – Aug 2005 |

## TRAINING AND CERTIFICATIONS

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|---|-------------|
| • ALX Virtual Assistant Course_Honors – ALX                                   | Oct 2022    |
| • Microverse Full Stack Software Developer Certification                      | March 2012  |
| • Agile & Scrum Certification   | March 2022  |
| • Google Digital Marketing Certification & Ecommerce Professional Certificate | July 2022   |
| • Meta Social Media Marketing- Professional Certificate                       | August 2022 |
| • Microverse Ruby on Rails Certification                                      | August 2021 |
| • Microverse HTML/CSS & Javascript Certification                              | August 2021 |
| • Microverse Ruby/Databases Certificate                                       | July 2021   |
| • LinkedIn Marketing Strategy   | May 2020    |
| • LinkedIn Marketing Solutions Certificate                                    | May 2020    |
| • Certified Devops Project Manager  | Oct 2022    |

## KEY ACHIVEMENTS

- Successfully delivered high-quality software solutions across various industries, addressing real-world challenges.
- Played a pivotal role in the development and management of key projects, enhancing company revenue and growth.
- Amplified company visibility through effective SEO and Digital Marketing strategies, resulting in increased traffic.
- Buid compelling content and sales funnels that consistently led to multiple product and service sales.
- Successfully managed the sales cycle from prospecting to deal closure, consistently exceeding quarterly and annual sales targets..

## PROFESSIONAL WORK EXPERIENCE

### Head of Digital Marketing/Technology – Techbots Experts Ltd Jan 2016 – till date

- Built/Managed a Mega Networking/Multi website that captures landing pages of all Business Development Executives and a customized dashboard for consultants displaying a networking tree.
- Renders technical support for all staff and consultants
- Drive a marketing/sales team of 20 team members to close deals worth over 70 million USD
- Designed, developed, and managed diverse projects, including, a mega networking website, a multivendor ecommerce marketplace, a customized CRM solution, and a unified industry advertising channel.
- Leveraged top-tier SEO and Digital Marketing strategies to significantly enhance company visibility and engagement.
- Expertise in lead generation, email marketing, CRM implementation, proficiency in Project Management tools, social media advertising, and compelling content creation.
- Built SEO-friendly websites with exemplary UI/UX designs, generating persuasive content for diverse clientele, and constructing sales funnels with upsell, cross-sell, and downsell strategies—resulting in multiple sales of products and services.
- Built and managed a full ERP Solution that feature an Accounting Module, CRM Module, HRM Module, attendance module etc..
- Run marketing campaigns on all social media channel
- Identified and secured 30+ influencer partnerships over six months, igniting ten-fold growth in social media.
- Transformed company website, growing traffic 76% by introducing user-friendly layout with SEO-optimized content..
- Boosted sales by 215% over previous year by launching an Omni channel, seasonal marketing campaign.

**Head of Corporate Project Development - Gucci Chis Nig Ltd, Lagos, Nigeria****March 2010 – December 2016**

- Secured the national universities commission project deal which fetched Gucci-Chis over 7 million USD.
- Lead a team of software developers to implement the National Universities Accreditation system
- Drafted a presentation for the Chief Information Officer of the Nigerian police force (DIG Chintua) to the federal government that secured a deal of 5 million USD for the Nigerian Police Force.
- Developed software solutions used to automate activities in many universities in the country
- Boosted company revenue by more than 80% by implementing accurate digital marketing Lead relationship building with industry players and develop strategies to leverage the network for business opportunities and partnerships.
- Lead the department's financial budgeting process to acquire funds for the department's activities.
- Plan targets and goals in line with business development strategies.

**Direct Sales Executive - Skye Bank Plc, Lagos, Nigeria****January 2008 - June 2010**

- Doubled my sales target for 6 consecutive months and was awarded Best DSA Apapa region
- Revived struggling operation from being on the verge of bankruptcy to a turnaround success story.
- Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
- Tripled annual sales volume within four years, growing sales from \$15 million in 2008 to \$45 million in 20xx.
- Achieved 20xx Star Performance Award for outstanding sales results, representing the first time the division achieved this recognition. Led the growth of sales department from 175 to 300 employees.
- Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.
- Improved sales policies and practices.
- Defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management.

**CORE COMPETENCIES**

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|----------------------------------|----------------------------------|--------------------------|
| ● Business Development           | ● Vendor negotiation             | ● Budget Management      |
| ● Project Management             | ● Client Relationship Management | ● Problem-solving        |
| ● Digital Marketing Expertise    | ● Communications strategies      | ● Emotional intelligence |
| ● Cross-functional Collaboration | ● Team Leadership Communication  | ● Grit & resilience      |
| ● Strategic Planning             | ● Attention to detail            | ● Communication Skills   |
| ● Social Media Management        | ● Time management                | ● Agile Methodology      |
| ● Risk Management                |                                  |                          |

**TECHNICAL SKILLS**

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|-----------------|--|--|
| ● GSuite Apps   | ● Kanban Tool  | ● Mailchimp  |
| ● Office 365    | ● Salesforce   | ● Hootsuite  |
| ● Ms Teams      | ● Pipedrive  | ● Google Analytics   |
| ● Power Bi      | ● Hubspot  | ● All in one SEO pack  |
| ● Trello        | ● Freshdesk  | ● Semrush  |
| ● Asana         | ● Netsuite   | ● Unbounce   |
| ● Zoho Projects | ● Database Management Systems (MySQL, SQL Server, PostgreSQL, MongoDB) | ● Google Ad Suite  |
| ● Wrike         |  | ● Meta Business suite  |
| ● Monday.com    |  | ● Linkedin Sales Navigator   |
| ● ClickUp       |  | ● C#, PHP, Wordpress, Git, API, React, Ruby, Rails, Angular, Vue, Node js, HTML, CSS, Javascript |
| ● Figma/UI/UX)  |  |  |