

Okpala Stanley Chikammadu

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Date of Birth: 30th April, 1990

Address: 41 road C close, block3, flat7 Festac town, Lagos.

ELECTRICAL / ELECTRONICS ENGINEERING PROFILE.

Personal Profile:

A skilled engineering professional with a Bachelor of Engineering degree in **electrical and electronic engineering**. I have over three year of working experience in **Email Marketing & Automation, Digital Business Management, Web design & Web development**.

A Certified Digital Business Manager with experience in SEO (Search Engine Optimization), content management & marketing using Wordpress, Blogger & Magento (for Ecommerce), social media management & marketing, **Email and SMS marketing**. I have skills in **Web Design** (HTML, XHTML, CSS & JavaScript), **Wed Development** (Using PHP, MySQL, JavaScript, jQuery & Bootstrap, Laravel) and **CMS** (content management system) using **WordPress, Magento & Shopify**. Further More I have **Graphical skills** with Corel Draw, Fireworks and Photoshop. I'm very Resourceful, analytical, a problem solver, innovative and detail driven individual. A strong team member, full of integrity and able to motivate others to achieve optimum production rate while maintaining safety method and practices. A goal getter and someone very meticulous to work. Able to work under pressure and also able to work with or without supervision. Clear communicator, both oral and written, strong interpersonal skill; interacts effectively with co-workers, management, clients and customers. Able to excel in unpredictable and harsh environment.

CORE STRENGTH

- SEO & SEM expert
- Power electronics & power systems conroller)
- Knowledge of **PLC** software
- Testing, troubleshooting & quality Assurance
- Email & SMS Marketing
- **Web design skills** and **CMS** usage
- Graphics design usage
- Overhauling of electrical motors & motor controllers
- Time Management & prioritization
- Web content management Email Software.
- Social Media management and marketing
- **Sales & Digital Marketing**

TECHNICAL SKILLS

- SEO & Social media marketing
- PLC(programmable logic
- PHP programming
- AngularJS, ReactJS & Laravel
- Microsoft Office Proficiency
- MySQL, POSTGRESQL Database.
- HTML, XHTML CODE
- CMS with Wordpress
- CMS with Magento, Shopify
- CSS & JavaScript
- Dreamweaver & Fireworks
- Corel Draw & Photoshop
- Mailchimp, Active Campaign
- Vertical response
- Bootstrap
- Quickbook software

EDUCATIONAL QUALIFICATION:

- **B.Eng (hons) Electrical/Electronics Engineering- SecondClass:Upper**

Covenant University, Ota.

Sept.2008- June.2013

- **WASSCE AND SSCE**

Kabe College, Festac town, Lagos

Oct.2000-July.2006

OTHER CERTIFICATIONS:

- **NYSC (NATIONAL YOUTH SERVICE CORP)** Oct 2014
- **CCNA (CISCO CERTIFIED NETWORK ASSOCIATE)** Nov 2011
- **DIGITAL BUSINESS MANAGEMENT** Dec 2014
- **ADVANCE DIPLOMA IN WEB DESIGN(NEW HORIZONS)** Apr2016

AWARDS & NOTABLE RECOGNITION

- **TONY ELUMELU FOUNDATION ENTREPRENEURSHIP PROGRAMME** 1ST AUG. 2017
- **AFRICAN ENTREPRENEURSHIP AWARD (TOP 50 ENTREPRENEUR)** 12TH NOV. 2017

HOBBIES AND OTHER EXTRA – SKILLS.

- Reading motivational books and educative books as well.
- Blogging on information technology, web application, sports and other relevant information that matter to the society. As a matter of fact I have a personal blog as well www.goalmanias.blogspot.com . I know very much how to blog Using Wordpress & blogger too. I have also worked on Magento but it's mainly for E-commerce.
- **Web design & Web development** skill in **HTML, CSS, JavaScript, PHP, MySQL, jQuery** code and **Graphic skills** in CorelDraw & Fireworks. You can check the website I have built on E-commerce www.weenket.com , and a cake website www.cakesbysomchez.com . I also contributed to building of my church website davidschristiancentre.org . Others include maridady.com, moukafoam.com, thelacaseracompany.com, baxibox.com, Carhia.com, sauber_energy.com and bildirectory.com. Additional skills in social media management like Facebook, Twitter, Google-plus, Pinterest, Instagram & LinkedIn. Additionally I send email to our members using Mailchimp (email & campaign marketing).
- Skills in **sales & marketing**. I have worked in a Network Marketing (Bell lifestyle ltd) company that are into herbal supplements and healthcare drugs. This gave me skills in other areas like **oratory, marketing** and **leadership** skills as well.
- I have also worked on several clients newsletter, mail blast and email Automation projects. Some of them include Concrete Lilies, BCE Restaurants, Pulse.ng, Lanre Shittu Motors, Muritala Mohammed 2, Paga, MLotto to name a few.
- I have proficient skills in Microsoft office particularly with **Ms Excel, Ms PowerPoint, Ms Word** and **Ms Access**.

- I'm also a very good athlete. I play football and I sprint very well.

WORK EXPERIENCE

Company: Cometstar Manufacturing Company

Mar 2012- Aug2012

Position: Internship

Key Responsibilities:

- Proper termination of each cable in the motor controller.
- Remove any faulty components and replace them with new ones e.g. a faulty timer, or faulty auxiliary contacts.
- Working to ensure proper connection between the induction motor and the motor controller.
- Cleaning, vanishing and baking of AC induction motors.
- Changing of the bearing of an AC induction
- Test running of induction motors in the electrical department.
- Using the split unit hydraulic pliers to lock armoured cables with the cable lug.
- Cleaning and blowing off the dust on air condition systems, panels, the induction motors, hoopers and hooper blowers, computer systems and standing fans using a blower.
- I was in charge of typing, printing and distribution of weekly reports in the department.

Company: Cometstar Manufacturing Company

June 2013- Nov 2013

Position: Electrical Staff

Key Responsibilities:

- Ensuring the extruder machines were working fine by troubleshooting faults in extruder panels.
- Checking if electronic and electrical components like multi - turn resistors, contactors, solid state relay, and thermocouples are bad as well as changing them to new ones.
- Ensuring that heater bands are heating up properly.
- Installation and disconnection of an induction motor in its utility location.
- Checking of the coil resistance, insulation resistance of AC induction motors.
- I was in charge of typing, printing and distribution of weekly reports in the department.
- Proper termination of each cable in the motor controller.
- Remove any faulty components and replace them with new ones e.g. a faulty timer, or faulty auxiliary contacts.
- Working to ensure proper connection between the induction motor and the motor controller.
- Cleaning, vanishing and baking of AC induction motors.
- Changing of the bearing of an AC induction
- Using the split unit hydraulic pliers to lock armoured cables with the cable lug.

Company: Amuwo Odofin LG **Nov 2013 – Oct 2014**

Position: PTO (Principal Technical Officer) - NYSC

Key Responsibilities:

- I was in charge of typing, printing and distribution of weekly reports in the department.
- Overhauling of motor pumps and air condition system.
- Troubleshooting for faulty bulbs, florescent tubes, and sockets and standing fans and also replacing them with new ones.
- Inspection of DB (distribution board) and replacing burnt fuse and circuit breaker with new ones.
- Installation of single core cables from DB to sockets and switches.

Company: Phonace Limited **March 2015 – May 2015**

Position: Online Sales Manager

Key Responsibilities:

- Responsible for managing the five various platforms where we sell our goods (items) which are jumia.com.ng, konga.com, smemarkethub.com, kaymu.com.ng and phonace.com.
- Taking orders from the various platforms and processing the orders as well.
- Handling Complaint from customer & Customer Persuasion as well.
- Uploading items on all the various platforms.
- Organizing file, report & Documentation using Microsoft word and excel.
- Editing of photos used for the websites using adobe Photoshop and Gimp.
- Printing of invoices and packaging of items before dispatch.
- Selling the items on QuickBooks multistore software as well as making returns of items on QuickBooks.
- Managing of email addresses including creating customized email campaign and sending bulk emails to clients as well using **Mailchimp** software.

Company: Ringier Nigeria **December 2015 – December 2016**

Position: Email / SMS / Outreach Marketer

Key Responsibilities:

- Full newsletter and SMS database management of Ringier platforms.
- Create email marketing campaigns to promote products or services on a daily basis where applicable.
- Ensure marketing message is conveyed clearly and delivered properly to prospects.
- Ensure messages are sent in proper form and template. Include persuasive 'calltoactions' in advertisements and promotions.

- Include specific graphics, incentives, and detailed descriptions and review messages for brevity.
- Ensure messages are mobile friendly.
- Create database of emails for lead generation.
- Follow up on interested respondents.
- Purge non-deliverable email addresses and optouts.
- Design and write press releases.
- Track and analyse direct and interactive marketing campaigns.
- Use statistical analysis and reports to create campaigns.
- Coordinate and monitor the maintenance, integrity, and security of several databases.
- Email and SMS traffic analysis and actionable learnings.
- Third Party SMS subscription service account management, growth and execution.
- Conduct media outreach & link building to promote brands and products when necessary.

Company: Ringier Digital Marketing Africa

December 2016 – Dec 2017

Position: Head Email / SMS / Mobile Marketing

Key Responsibilities:

- Full newsletter and SMS database management of Ringier platforms.
- Create email marketing campaigns to promote products or services on a daily basis where applicable.
- Ensure marketing message is conveyed clearly and delivered properly to prospects.
- Ensure messages are sent in proper form and template. Include persuasive 'calltoactions' in advertisements and promotions.
- Include specific graphics, incentives, and detailed descriptions and review messages for brevity.
- Ensure messages are mobile friendly.
- Create database of emails for lead generation.
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- Design and write press releases.
- Track and analyse direct and interactive marketing campaigns.
- Use statistical analysis and reports to create campaigns.
- Coordinate and monitor the maintenance, integrity, and security of several databases.
- Email and SMS traffic analysis and actionable learnings.
- Third Party SMS subscription service account management, growth and execution.
- Conduct media outreach & link building to promote brands and products when necessary.
- Giving support to other countries through the hub unit and getting creating a monthly report of email marketing across other African divisions.

- Create Website for Clients and ensure websites are responsive.
- Create responsive Landing pages for clients.
- Manage Website for Clients by updating pages, post, pictures and products where applicable.
- Backing up website theme, plugins and database of Clients website on weekly basis.
- Optimizing SEO pages and recording reports for RDM once every month.

MAJOR PROJECTS

DESIGN AND CONSTRUCTION OF A FORWARD AND REVERSE STAR- DELTA STARTER WITH A DELAYED TIMER USED FOR RUNNING AN INDUCTION MOTOR (FINAL YEAR PROJECT)

- Completed the project within 1 year, with 3months to brainstorm and 8 months to conceptualize.
- Researched and consulted with various sources and text to create a working model and also had to be creative and innovative in my approach so as design and implement a project that can be used in everyday manufacturing industries and oil industries as well.

DESIGNED AND DEVELOPED CARHIA.COM

- Created **Carhia.com**. A peer-to-peer marketplace for buying and selling of used cars where transactions can be carried out on a PC or mobile phone.

REFERENCES

Mr. Izuchukwu;
Store Manager
Cometstar manufacturing company Agbara;
08039407418

Mrs Phoebe Echefu
Chief Superintendent
Nigerian Customs Service
08033605197