**LOIS ONYINEYCHI OKEKE**

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**Professional Summary**

A results-oriented Business Development Analyst with a four-year track record of driving brand and product development in the retail banking sector. My expertise spans market analysis, product development, sales support, strategic marketing, and data-driven decision-making.

**Skills**

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| * Microsoft Office (Word, Excel, PowerPoint) * Communication (Written and Verbal) * Numerate / Data Analytical Skill * Customer Relations * Presentation / Negotiation Skills | * Business Performance Analysis * Leadership * Project Management * Problem Solving * Time Management |

**Work History**

Business Development Analyst July 2023 – Nov 2023

Zenith Bank, Lagos, Nigeria

* Led and managed the preparation and project management of the product development lifecycle, ensuring a well-defined and efficient process.
* Stayed abreast of market trends, collaborated with Portfolio Management and Sales teams to design, and implement new product concepts effectively.
* Analyzed findings, generated valuable insights, and delivered presentations, including recommendations, to senior management.
* Successfully led initiatives to enhance the payment platform, resulting in a streamlined transaction experience, which contributed to substantial revenue growth, with a consistent weekly increase of over $6000 in transaction volume.
* Addressed data retention and tracking issues on both new and faulty POS devices by creating a SharePoint, which significantly improved data management and product performance by 75%.
* Orchestrated the successful launch of new pricing structures for the payment platform targeting selected clients, which outperformed market competition and led to a 35% surge in transaction activities.

Product and insight Analyst Feb 2022 – June 2023

First Bank of Nigeria – Lagos, Nigeria

* Studied the market and gathered customer insights to understand their needs and expectations. Communicated strategic objectives, expectations, and key deliverables to the team.
* Drove the development and improvement of new/existing products and processes to meet customer needs and industry standards. Ensured business profitability and enhanced the overall customer experience.
* Documented business requirements in the company-approved format for signoff by relevant stakeholders. Translated business requirements into functional requirements for validation and scoping.
* Conducted User Acceptance Testing (UAT) involving relevant stakeholders to ensure that all requirements were met, and necessary controls were in place.
* Identified relevant stakeholders impacted by product launches or updates. Obtained signoff on business requirement documentation from relevant stakeholders.
* Implemented reviews and feedback, communicated targets and measurement criteria, and provided data and support where required. Published reports to inform data-driven decision-making.

Business Development Manager 0ct 2019 – Feb 2022

First Bank of Nigeria – Lagos Island, Lagos, Nigeria

* Drove and coordinated a series of activities involved in identifying, onboarding, training, and supporting new customers.
* Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs, resolving concerns, promoting customer retention, and improving sales by 65%.
* Collaborated with the marketing department to define positioning and messaging, planned market launches, public relations, and lead generation campaigns.
* Conducted daily data analytics to determine top droppers in transaction count and worked with stakeholders to address declines.
* Increased the customer base within the south-east region from 3,200 to over 30,400 unique customers.
* Deployed over 9,000 Android POS terminals for Abia State Board of Interval Revenue levy collections which contributed 15% to the total transaction volume in the south east region

Administrative Secretary, Oct 2018 to Feb 2019

Blue forth Ventures (Boutique Oil and Gas Firm) Lagos, Nigeria

* Followed up with clients to verify optimal customer satisfaction following support engagement and problem resolution.
* Assisted in streamlining repair processes and updating procedures for support action consistency.
* Responded to support requests from end users and patiently walked individuals through basic troubleshooting tasks.
* Managed the day-to-day operations of the organization.

**EDUCATION/QUALIFICATION**

Bachelor of Science Botany January 2017

University of Abuja - Gwagwalada, Federal Capital Territory, Nigeria