

Kelechi Excellent Uchechukwu

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Tetegu, Greater Accra-Ghana

Dear Hiring Team,

I am writing to express my enthusiastic interest in the Sales & Programme Executive position at Projekt Arena Consulting Services. Given my background alongside practical experience in sales, customer relations, and digital marketing campaigns, I am eager to help expand your professional training offerings and drive candidate enrollments for programs.

In my previous roles, I developed a sharp ability to communicate value clearly, handle inquiries, and convert prospective leads into active enrollees. I successfully built paid advertising campaigns on Facebook and Instagram that delivered noticeable boosts in sales, while routinely managing customer interactions to ensure a top-tier brand experience. Additionally, my background in supervisory leadership and collaborative initiative building has equipped me to engage diverse audiences and work seamlessly with cross-functional teams.

Key qualifications I bring to Projekt Arena include:

- **Target-Driven Sales & Lead Generation:** Proven experience running multi-channel campaigns (social media, email, direct outreach) to generate interest, address prospect objections, and drive enrollment growth.
- **Customer-Centric Communication & Onboarding:** Extensive work in resolving inquiries promptly and maintaining strong relationships to guide prospective learners smoothly from initial interest through registration.
- **AI & Digital Literacy:** Certified in AI Augmented Professional Development Skills (ALX) with proficiency in productivity software, digital communication tools, and graphic design to support promotional sessions.

Projekt Arena's commitment to advancing project management capabilities aligns perfectly with my drive for organizational growth and professional development. I welcome the opportunity to discuss how my sales experience, strategic marketing skills, and proactive work ethic will contribute to the expansion of your training programs.

Thank you for your time and consideration.

Sincerely,

Kelechi Excellent Uchechukwu

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+233 50 776 4500 | kelechiuchechukwu9@gmail.com | Abelemkpe, Accra-Ghana

Professional Profile

Hardworking, highly motivated professional eager to leverage combined knowledge and skills to enhance firm performance. Operates well in both individual and team capacities, leveraging a seasoned work ethic to quickly adapt to processes and drive objectives. Resourceful, detail-oriented, and results-driven with a proven ability to analyze data, develop strategies, and provide solutions to complex problems.

Education

- **Public Relations with Marketing** – University of Media, Arts and Communication (UniMAC)
 - **AI Augmented Professional Development Skills** – AI Career Essentials (ALX)
 - **Youth in Development Work** – University of Ghana, Legon (Course Representative)
 - **General Arts** – Accra High School (Library Prefect)
 - **Basic Education** – Ennwood Preparatory School (Assistant Boys' Prefect)
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Work Experience

Marketing Manager | Kayci Earbuds

- Created and managed the marketing budget, ensuring efficient resource allocation and optimization.
- Oversaw market research to identify emerging trends, customer needs, and competitor strategies.
- Monitored brand consistency across all marketing channels and promotional materials.
- Designed and executed paid advertising campaigns on Facebook and Instagram, resulting in substantial sales growth.

Sales / Customer Service Representative | Kayci Earbuds

- Developed and maintained strong relationships with vendors and partners to support

marketing initiatives.

- Provided timely, courteous, and effective assistance to address customer inquiries, resolve issues, and ensure positive product experience.

Supervisor | Govinda's Healthy Habits

- Supervised daily operations, team tasks, and customer service delivery.

Teaching Assistant & Personal Assistant | Son of Pride Institute

- Supported instructional activities, administrative management, and student engagement.
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Leadership & Projects

- **Founder, "Y3n Sua" Learning Group:** Established a collaborative learning group to share knowledge, improve retention skills, and enhance student assessment performance.
 - **Graphic Design:** Designed promotional flex materials for Locust Army International.
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Core Skills

- **Professional:** Public Relations, Marketing Strategy, Social Media Content Creation, Negotiating Skills, Customer Service
 - **Technical:** Intermediary Graphic Design, Productivity Software, Data Analysis
 - **Interpersonal:** Teamwork, Leadership, Effective Communication, Active Listening, Critical Thinking, Time Management
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Languages & Interests

- **Languages:** English (Fluent), Igbo (Fluent), Twi (Conversational)
 - **Interests:** Football, Reading, Debating, Cooking, Analysis
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Reference

- **Dandy Uchechukwu** – Locust Army International | 0543413338 | pstdandyson@gmail.com