

JOEL ONASANYA

Marketing and Sales

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Shomolu, Lagos State



SUMMARY

Results-driven Marketing and Sales professional with experience in retail supervision, marketing strategy, and event operations. Skilled in copywriting, customer engagement, and brand promotion. Passionate about driving sales growth, optimizing event logistics, and enhancing customer experiences. Seeking opportunities to leverage expertise in marketing, operations, and event management.

EDUCATION

Bachelor of Science, Economics I (In View)

Obafemi Awolowo University

CERTIFICATIONS

Alison

- Copywriting Mastery: Key Concepts for Effective Communication
- Basics of Email Marketing

SKILLS

- Sales and Marketing Strategy
- Copywriting and Content Development
- Social Media Management
- Event Planning and Coordination
- Customer Engagement and Service
- Retail Operations and Supervision
- Market Research and Analysis

PROFESSIONAL EXPERIENCE

Marketing Assistant

Impact Hub, Ile-Ife (October 2024 – Present)

- Assist in developing and executing marketing strategies to promote Impact Hub events and initiatives.
- Manage social media campaigns, increasing audience engagement and outreach.
- Conduct market research to identify trends and opportunities for community growth.
- Support in sponsorship acquisition and partnership collaborations.

Operations Assistant (Weekly Event-Based Role)

Impact Hub, Ile-Ife (October 2024 – Present)

- Oversee logistics and setup for weekly events, ensuring seamless execution.
- Coordinate with speakers, vendors, and attendees to optimize event experience.
- Handle registration processes and assist in on-site problem-solving.
- Maintain event documentation and provide post-event analysis for improvements.

Marketing Sales Representative & Supervisor

Ozarnigwe Supermarket, Bariga, Lagos State (August 2024 – November 2024)

- Led sales initiatives, increasing revenue through effective customer engagement.
- Supervised daily store operations, ensuring seamless sales and inventory management.
- Developed and implemented promotional strategies to drive foot traffic and conversions.
- Trained and mentored new sales associates to improve team performance.