

**Name: EMMANUEL C. IKEHI (MBA, AMBCS, PRINCE 2)**

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## **PROFILE**

Emmanuel is a highly motivated and detail-oriented professional with over 10 year's expertise in business and management consulting, marketing and business strategy, data analysis, project management, and process improvement. Adept at troubleshooting and resolving complex issues. Skilled in working with and leading teams to develop and implement innovative strategies to reduce costs and increase efficiency. He has extensive experience in startup development and financial analysis, business strategy creation, social media and digital marketing, management consulting, sales, and operations management.

## **EDUCATION**

- **Master of Business Administration (M.B.A.), Lagos Business School,** Pan Atlantic University, 2010-2012
- **Bachelor's Degree in Computer Engineering, Covenant University Ota,** 2002-2007
- **Secondary School, King's College Lagos,** 1996 – 2002

## **CERTIFICATIONS**

- **Ycombinator Startup School,** U.S.A 2021 & 2022
- **PRINCE2 Foundation certificate in Project Management,** Knowledge Base Academy, Dubai, 2015
- **PRINCE2 Practitioner certificate in Project Management,** Knowledge Base Academy, Dubai, 2015
- **NEBOSH Occupational Health & Safety Environment (OSHE)** International General Certificate, QHSE International, Dubai, 2015

## **WORK EXPERIENCE**

### **Management Consultant, Emaking & Nuesley Nig. Ltd - EANL Consultants (Sep 2017 – Present)**

Emmanuel is responsible for the development of startups and SMB's.

- Developed and launched a student loan app (Akeko) with a foreign CTO and got over 150 applicants within the first month of its launch.
- Built a gaming crypto platform with its own crypto coin (bookies coin) for gamers around the world.
- Redesigned a healthcare project into a scalable healthcare management app for pregnant women by reviewing and reorganizing the business model, strategy plans, and implementation processes.
- Conducted industry, competition, and market research, market analysis, value proposition creation, partnership identification, marketing mix development, launch strategies, messaging.
- Created social media presence, websites, and digital marketing strategies for businesses.
- Implemented management consulting strategies: business strategy, organizational development, profit modeling, sustainable competitive advantage identification.
- Provided consultancy and support to businesses including Co-operative Exporters Ltd (Agriculture), Ashton and Dave Travels & holidays – Flyboku.com (Travel and tourism), and Lyxvara concierge services (Professional Services). Assisted in investment sourcing and fundraising restructuring for BHS international (TBS concessionaires), SISA, and Salama-fikira.

### **Sales/Business Development Manager, Strategic Solutions Media (Apr 2016 – Jun 2017)**

Emmanuel was responsible for managing, marketing, and selling ad spaces for the company.

- Successfully sold ad spaces to clients such as Etisalat, Leadway, entertainment events, and Fidelity Bank.
- Managed ad sales and placements in Maryland mall, Palms mall Lekki and Ikeja City mall.
- Developed and promoted the company's new online ad sales business (Hotspot Advertising) targeted at various malls and other hotspots around Lagos.

- Reviewed sales proposals and performance for the team.
- Project head and team leader for the Novare mall and Maryland mall hotspot advertising and in-house radio ad platform implementation and management.
- Achieved significant growth and diversification in the company's ad sales business.

**Operations and Strategy Manager, Kent Synergy Ltd/ Kent Records (Mar 2013 – Sep 2014)**

Emmanuel was responsible for the development and implementation of the company's business plan and marketing plan.

- Emmanuel successfully set up an in-house studio to improve operations and reduce costs by over 70%.
- He also produced, released and promoted 3 songs and 1 music video, managed 2 artistes, and handled negotiations with all business partners.
- Additionally, he successfully achieved 30% of capital sourcing for the company.
- The in-house studio reduced costs by over 70% and the successful promotion of the songs and video led to an increase in revenue and recognition for the artistes. The successful capital sourcing increased the company's financial stability.

**Consultant/Business Advisor at SME LOGIC/ Entrepreneurial Development Centre (Feb 2011 - Mar 2013)**

Emmanuel was a Consultant/Business Advisor at SME LOGIC and the Entrepreneurial Development Centre of Lagos Business School.

- Emmanuel provided business advisory services for SMEs, evaluated business plans, consulted on various initiatives, and carried out business visits for follow-up and advisory services.
- The business advisory services helped SMEs improve their operations and revenue, and the evaluations and consultations helped entrepreneurs secure investment and grow their businesses.
- Emmanuel was part of the team of evaluators for the YOUWIN 1 & 2 program by the FG to support SME's with a grant of N5 – 10 million

**Assistant Retail Sales Manager at United Parcel Services, Nigeria (Jul 2011 - Sept 2011)**

Emmanuel was part of a 3-month MBA internship as the Assistant Retail Sales Manager in the Supply and Logistics Industry.

- Emmanuel managed daily sales and operations, analyzed weekly sales data and reports, led the sales and marketing team for a sales initiative, evaluated the performance of customer sales executives, and conducted analysis on sales promotions.
- The sales promotions and operations were managed effectively, the analysis of sales data provided valuable insights for management, the sales initiative led to an increase in revenue, and the performance evaluations helped to reward and recognize the best performers.

### **Consumer Banking – Funds Transfer and Marketing Executive at Zenith Bank (Nov 2007 - Jun 2010)**

Emmanuel was a Consumer Banking – Funds Transfer and Marketing Executive at Zenith Bank in the Banking and Finance Industry.

- Emmanuel handled daily cheque transactions and funds transfer postings, monitored customer accounts, visited businesses for customer feedback, and led a team handling other companies' shares sold through the bank.
- The effective handling of daily transactions and funds transfer postings ensured customer satisfaction and increased revenue for the bank. The business visits and monitoring of customer accounts led to improved customer experiences and increased business volume.

**Overall, Emmanuel has demonstrated his ability to develop and implement successful business plans and marketing strategies, manage operations and sales, and provide valuable business advice. He has a proven track record of leadership, operations management, increasing revenue, and enhancing customer satisfaction in various industries.**