

Chinelo Ngene Portfolio

Professional Summary

A results-driven professional with over 14 years of experience in customer onboarding, marketing, and brand communications. Skilled in designing and executing strategic campaigns that deliver measurable growth in brand visibility, customer acquisition, and retention. Known for a proven ability to lead cross-functional teams, optimize processes, and produce award-winning results.

Highlighted Campaigns and Case Studies

1. Transforming Client Onboarding for Efficiency and Retention

- **Role:** Director, Client Operations & Relations, Agencia Gutiérrez & Socios
 - **Project:** Overhauled client onboarding processes to enhance efficiency and satisfaction.
 - **Details:**
 - **Before:** Onboarding time averaged 10 business days, with inconsistent customer feedback.
 - **Solution:** Introduced an automated tracking system and weekly check-ins to streamline onboarding.
 - **Results:** Reduced onboarding time by 30%, leading to a 20% rise in client retention.
 - **Notable Example:** Spearheaded onboarding for a \$2M Thanksgiving event, ensuring a seamless transition that exceeded their expectations.
-

2. Jovago – "Make Your Dreams Come True" Campaign with Lufthansa

- **Objective:** Partnered with Lufthansa to create a Facebook competition aimed at boosting customer engagement and brand visibility.
- **Execution:**
 - Contest participants shared their dream travel destinations, engaging thousands of customers.
 - Promoted the campaign through social media platforms and strategic partnerships.
- **Results:**
 - Substantial increase in social media reach and engagement.

- Enhanced customer loyalty and increased hotel bookings on Jovago's travel website.
 - **Links:**
 - [Nigeria Communications Week](#)
 - [BellaNaija](#)
-

3. Page Financials Campaigns

A. "Invest and Earn More" Campaign

- **Objective:** Drive seasonal engagement during the Christmas period to encourage investment products.
- **Execution:**
 - Created a festive-themed campaign focusing on maximizing customer returns.
 - Deployed multi-channel advertising, including email, website banners, and social media.
- **Results:** Achieved a 25% increase in sales revenue and a 15% expansion in the customer base.
- **Link:** [Campaign Page](#)

B. Black Friday Campaign

- **Objective:** Leverage Black Friday to promote Page Financials' financial solutions and the debit card for discount purchases.
- **Execution:** Highlighted partner outlets where customers can get discounts using the Page card. Campaign ran via email, website and social media.
- **Link:** [Black Friday Campaign](#)

C. Loan Box Initiative

- **Objective:** Launch the innovative Loan Box service in Lagos, providing convenient financial access and driving brand awareness.
- **Execution:** Organized launch events and collaborated with influencers to amplify awareness.
- **Link:** [Vanguard Feature](#)

D. "Unexpected Joy" Campaign

- **Objective:** Spread awareness and inspire customers through storytelling.

- **Execution:** Shared customer success stories on Instagram, showcasing impactful financial journeys.
 - **Link:** [Instagram Campaign](#)
-

4. Digital Transformation and Engagement Growth

- **Role:** Head of Marketing & Communications, Mahindra Comviva (Zoto)
 - **Project:** Revamped Zoto mobile app to enhance user experience.
 - **Details:**
 - **Before:** Outdated UI/UX led to stagnant downloads and high churn rates.
 - **Actions:**
 - Conducted user surveys to identify pain points.
 - Partnered with developers to implement design changes and improve navigation.
 - Ran targeted advertising on Instagram and Facebook to attract new users.
 - **Results:** Downloads doubled within 3 months, and active users exceeded 200k within 6 months.
-

5. Published Writing Portfolio

A. TW Magazine

- **Article:** "Minding Your Business: Alero Imo"
- **Summary:** Profile on Alero Imo, showcasing her business acumen and inspirational journey.
- **Link:** [TW Magazine Feature](#)

B. YNaija

- **Article:** "The Gift of Friendship"
- **Summary:** Reflective piece on the impact of friendship on personal growth.
- **Link:** [YNaija Feature](#)

C. Nairaland

- **Article:** "Inspiring Women Who Have Taken the Road Less Traveled"

- **Summary:** Celebrating trailblazing women who have carved unique paths to success.
- **Link:** [Nairaland Feature](#)

D. LinkedIn Articles

- **Summary:** Insights on professional growth, marketing trends, and customer engagement strategies.
 - **Link:** [LinkedIn Articles](#)
-

6. Key Metrics and Expertise

Key Metrics:

- Achieved 300% ROI on the 'Unexpected Joy' campaign by optimizing ad spend.
- Increased conversion rates by 25% through A/B testing during the Loan Box initiative.
- Grew social media followers by 150% during the Jovago and Lufthansa campaign.
- Enhanced audience reach to over 1.5 million users via multichannel strategies.
- Reduced customer acquisition costs by 20% through retargeting efforts.

Cross-Channel Expertise:

- Integrated offline and online strategies, ensuring cohesive messaging across touchpoints.
- Leveraged SEO, paid media, email, and influencer marketing for maximum impact.
- Improved website traffic by 60% through keyword optimization and content marketing.
- Aligned efforts with cross-functional teams to deliver seamless campaigns.