

# Hasbiyallahu Jafaru

## OBJECTIVE

Seeking a challenging role to utilize strong communication, customer service, and analytical skills in providing exceptional customer support, maintaining accurate records, and generating actionable insights for organizational growth.

## EXPERIENCE

### Zenith Bank PLC. Kaduna, Nigeria — *Marketing*

Nov 2022 - PRESENT

- Developed and maintained client relationships through direct outreach and cold calling, resulting in a successful acquisition of customers and the establishment of strong connections.
- Ensured long-term loyalty and satisfaction by fostering and nurturing robust relationships between the parent organisation and clients.
- Enhanced the onboarding experience for new customers by personalising packages and plans to meet their specific needs, streamlining the process and maximizing customer satisfaction.
- Implemented effective marketing strategies by identifying the appropriate channels and target customers for campaigns while designing and executing advertising and public relations activities. Additionally, gained valuable experience by shadowing senior personnel in complex marketing pursuits, enhancing skillsets in the field.

### Fusasu Nigeria Limited, Kaduna, Nigeria — *Marketer and Logistics Coordinator*

AUG 2020 - OCT 2022

- Demonstrated proficiency in accurate data entry and maintenance, ensuring timely and precise record keeping.
- Assisted in developing and executing effective marketing strategies to enhance brand visibility and attract new customers.
- Collaborated with cross-functional teams to align marketing efforts with organizational goals, maintain consistent messaging, and cultivate partnerships with external agencies and vendors.

### Ministry of Health, Logistics Management and Coordinating Unit. Bauchi, Nigeria — *Ad-hoc Data Entry Specialist*

JUL 2019 - APR 2020

- Conducted accurate data entry using company software, ensuring data integrity and completeness for multiple clients.
- Maintained meticulous file records, adding necessary documents and creating new records to support filing requirements.

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## SKILLS

Customer Service Orientation  
Attention to Detail  
Excellent Communication  
Database Management  
Technical and IT Support Proficiency  
Creativity and Adaptability  
Problem-Solving Ability

## CERTIFICATIONS

Remote Work, Best Practices. KnowBe4  
Spot The Bad Attachment - Training against Phishing - KnowBe4  
Fundamentals of Monitoring Evaluation and Learning. - Global Health E-Learning Center  
Introduction to Data Protection - KnowBe4.

## SOFTWARE PROFICIENCY

Microsoft Office Suites  
HighLevel  
Hubspot

## LANGUAGES SPOKEN

ENGLISH AND HAUSA

- Collaborated with cross-functional teams, ensuring seamless data management and timely access to information.
- Identified and rectified data entry errors promptly, maintaining data accuracy and preventing duplication or data degradation.

## EDUCATION

**National Open University, Kaduna, Nigeria — *Post Graduate Diploma – Information Technology (In view)***

SEPT 2022- Present

**Umaru Musa Yar Adua University, Katsina, Nigeria — *Bachelor of Science – Geography and Education***

APR 2014- AUG 2019