

Silas, MenyeneAbasi Ini

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PROFESSIONAL EXPERIENCE

Fashion Industry and Retail Experience (August 2022-Present)

- **AiSPi, Wilrijk Antwerp, Belgium (Freelance Fashion Blogger):** Write, Ideated and pitched blog ideas for occasions, campaigns, and events, enlightening readers on luxury fashion trends and industry details.
- **AfrikainMey, Abidjan, Côte d'Ivoire (Retail Consultant):** Curated lists of fashion brands with business categories, years of establishment, and investment received, using Google Workspace tools and Excel for data analysis. Influenced the inclusion of the brand's products on an e-commerce site to augment sales, curated Moodboard, lookbooks and linesheet to assist retailers and stockists in navigating the brand's offerings.

Client Service Executive (December 2019 - December 2023)

- **Africana pride casuals Nig Ltd – Abidjan, Côte d'Ivoire:**
 - Designed data entry templates for client metrics, inventory, and sales, streamlining data management processes.
 - Facilitated smooth onboarding for new clients and maintained accurate records for existing and prospective clients.
 - Boosted client satisfaction by 15% through active listening, diligent feedback gathering, and continuous communication with the production team.
- **Africana bespoke tailoring Ltd – FCT, Abuja, Nigeria.**
 - Negotiated and closed challenging deals with clients, resulting in a 15% increase in average deal size and significantly exceeding sales targets.
 - Collaborated closely with digital, media, and technical teams to ensure flawless launch and execution of the Africana X MAD campaign, exceeding all engagement metrics and driving in brand awareness.

Sales Representative (August 2018 - April 2019)

- **Tocioano Nigeria Ltd – FCT, Abuja, Nigeria.**
 - Cultivated strong relationships with budget-conscious consumers, resulting in an increase in order value by actively listening and offering personalized product recommendations.
 - Maintained the integrity of financial data by meticulously entering sales figures daily, weekly, and annually, employing Excel skills to ensure accuracy of stock keeping.

EDUCATION

Houdegbe North American University–Cotonou, Republic of Benin **September 2011**
LLB, Law. Graduated with 2.56 GPA(grade point Average point)

Annog Secondary School –Idung Esimuk, Akwa Ibom State, Nigeria **September 2011**
WASSCE

PROFESSIONAL CERTIFICATION

Institute Francais – Cotonou, Republic of Benin

Diplôme d'étude en langue Française (DELF A1)

September 2015

ALX Africa – Online

Virtual Assistant program

September 2022

LVMH – Online

Inside LVMH certificate

December 2023

SKILLS

Merchandising strategies

Efficient in use of excel
and google workspace

Communication

INTERESTS

Traveling

Retail

Fashion buying

LANGUAGES

English - Fluent.

French-
Conversational