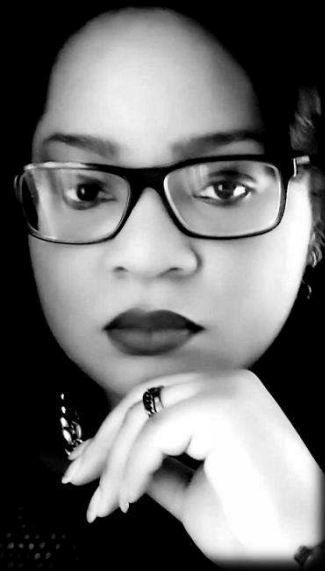




Nkechi May-Nzeribe

ChMC, FIMC, CMC, rpa

Branding | Product UX/UI/Design | Marketing | CGI (3D) | E-Commerce



PORTFOLIO



Table of Content

Click steps for easy page navigation



The illustration shows a staircase with six steps. From bottom to top, the steps are labeled: 'Executed Projects and Partnerships', 'Education and Qualifications', 'Training and P/Development', 'Professional Certifications', 'My Experience & Skills', and 'Value Statement'. A stick figure is at the bottom of the first step, looking up with a question mark above its head. Another stick figure is on the third step, looking up with a question mark above its head. A third stick figure is on the top step, carrying a briefcase and looking down at the others.

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About me

“

I help brands **increase sales and achieve ROI** by using their brand story & identity to **optimize, draw attention, generate leads & close sales**

”

With over 15 years of diverse industry expertise spanning *Hospitality, Retail, Real Estate, Media & Entertainment, Government/Regulatory, Production, Events, IT, and FMCG*, I've discovered that the principles of brand success, cuts across all industry's.

It's been an incredible journey, navigating through challenges, gaining knowledge, and transforming that learning curve into profitable strategies for both myself and my clients.

My secret? Harnessing the **power of reputation management**, where your brand story and identity become catalysts for optimization, attention, lead generation, and sales conversion.



Value Statements

How I Help Businesses Succeed:

Ways I empower businesses to leverage on my knowledge and achieve remarkable results:

- ✓ Crafting compelling content that tells your business story with authenticity and impact.
- ✓ Driving engagement that sparks interest, fosters connections, and generates valuable messages and requests.
- ✓ Implementing marketing strategies that warm your audience, positioning you at the forefront of their minds.
- ✓ Keeping ROI in focus, ensuring that every effort is geared towards conversion rather than mere views.



Experience & Skills

AREAS OF EXPERTISE

Product Design & Management

Ideation, Product design, UX/UI, Copywriting, Graphic Design

Reputation Management

Branding, Marketing Strategy, Business Strategy & Analysis, Stakeholder Reporting, Market Trends, Analysis & Competitor Benchmarking

Digital Marketing & Advertising

SEO,SEM, A+/EBC, CRM Systems

E-Commerce Optimization

Consumer Behaviour / buying trends, Business Development & Transformation, Strategic Business Innovation



Experience & Skills

CAREER HIGHLIGHTS

✓ **Business Consulting:**

Led sustainable market expansion initiatives, diversified revenue streams resulting in N100m returns per annum

✓ **Strategic Leadership:**

Overseen successful digital transformation initiatives, 30% sustainable revenue increase & 15% customer satisfaction

✓ **Industry Experience:**

15+ years building expertise in diverse industries, leading brand revitalization (and conceptualization), communication and audience development.



Employment History

Managing Consultant

Kicki Cole Consulting
August 2020 – Present

Brand Equity Consultant

Happy African Tropical Foods LLC
July 2021 – Present

Business Strategy Consultant

Hapi Bakers Choice (USA)
October 2022 – Present

Head Corporate Affairs & Strategy

Silverbird Group
October 2015 – June 2020

Head of Operations

Silverbird Galleria Transformation
Agenda
May 2019 – April 2020

Earlier Roles

Brand Consultant

Domino Group
October 2015 – May 2018

Communications Consultant

Advertising Regulators Council of
Nigeria (ARCON)
Feb 2014 – Dec 2017

Head Marketing

Silverbird Malls (Lagos, Abuja & PH)
February 2014 - September 2016

Head Corporate Affairs

Advertising Regulators Council of
Nigeria (ARCON)
March 2013 - February 2014

Senior Executive, Corporate Communications / Account Management -

Sunrise AD Agency
January 2009 – Feb 2012



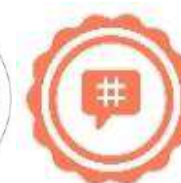


Professional Certifications

- **RPA** Registered Practitioner of Advertising (No:5133)
 - **CHMC** Chartered Institute of Management Consultants (US & Canada) (No:3791)
 - **FIMC** Fellow Institute of Management Consultants (Nigeria) (No:2105.19)
 - **CMC** Certified Management Consultant (Nigeria) (No:2229.19)
 - **Member** Police Community Relations Committee (ID:11241)
-
- ✓ Certified Google Ads and Analytics Pro
 - ✓ Certified Digital Media and Marketing Management Pro
 - ✓ Certified AI Performance Ads
 - ✓ Generative AI (AI Studio, Image Generation, Responsible AI)



Generative AI on
Google Cloud





Trainings & Certificates

International Professional Courses and Trainings (2021-2023):

- The Fundamentals of Digital Marketing
- Leading with emotional intelligence
- Strategic Negotiation
- Critical Thinking
- Developing a Competitive Strategy
- Strategic Partnerships
- Diversity, Belonging and Inclusion
- Transformational Change with Aaron Dignan
- Business Innovation Foundations
- Decision Making Strategies
- Business Analysis & Process Modelling
- Change Management - Road Map to Planning
- Creating a Culture of strategic execution
- Creating a High Performance Culture
- Developing Executive Presence
- Product Management - Building a product strategy
- Project Management Foundations
- Responsible AI (The Ethics)
- Change Management - Road Map to Planning
- Creating a Culture of strategic execution

In-Country Trainings:

- Business Development Master Class for Business Owners /Professionals - Customer Passion Point Ltd
- Brand Management in the Age of Artificial Intelligence - ARCON
- How Innovation Drives Economic Development - The Nigerian Economic Summit Group
- Judgement and Managerial Decision Making - Lagos Business School (LBS)
- How to manage workloads for effectiveness - Tom Associates Management Training
- How to generate innovative business models for achieving strategic goals - Tom Associates Management Training



Education/ Qualifications

LEEDS BECKETT UNIVERSITY

MSC MANAGEMENT

(2010 – 2011)

LEEDS BECKETT UNIVERSITY

BA (Hons) BUSINESS AND MANAGEMENT

(2007 – 2008)

THAMES BUSINESS SCHOOL (University of Cambridge Syndicate)

ADVANCED DIPLOMA, MARKETING

(2005 – 2006)

THAMES BUSINESS SCHOOL (University of Cambridge Syndicate)

HIGHER DIPLOMA, BUSINESS ADMINISTRATION (Minored in Marketing)

(2004 – 2005)

APTECH WORLDWIDE

HIGHER DIPLOMA, SOFTWARE ENGINEERING

CERTIFICATE IN INFORMATION SYSTEMS MANAGEMENT

(2001 – 2003)



Projects & Partnerships

Reputation

Brand Identity

I've worked with brands who were looking to bring their brand identity to life.

They needed an identifier that speaks to their character and resonates with the target audience with versatile uses and applications for print, merchandising, OOH, digital and other media.

- FMCG Brand
- Fashion Brand
- HR Practice
- Palm Oil Manufacturer
- Restaurant
- Import & Export Company
- Wine Manufacturer & Distributor





Projects & Partnerships

Profiles

Brand Identity Management

Brands are looking to bring their brand identity to digital/ print and need profiles that speak to their identity, character, culture but also appeal to the target audience intended.

Industry:

- Real Estate
- Renewable Energy
- Logistics and General Contractors
- Media & Entertainment
- Boat Manufacturer
- FMCG Brand
- Palm Oil Manufacturing Plant
- Restaurant, Bar & Lounge





Projects & Partnerships

Marketing

A+ Content and EBC Marketing

This company is a tropical food store brand in the USA, bringing a taste of home to our africans in diaspora

They also wanted creatives that appealed to audiences outside africa since products have versatile uses in so many cultures and countries.

Industry:

- FMCG

HATF's
Shepherd's Natural®



High Quality

Oloyin Honey Beans by Shepherd's Natural

Beans are seeds from the Fabaceae family, commonly known as the legume, pea, or bean family.

They are also known as honey beans due to their sweet taste and honey-colored skin. Oloyin beans are different from other beans in that they are smaller in size, have a thinner skin, and cook faster than other types of beans like black beans or kidney beans.



Bean Cake (Moi Moi) and Akara
When thoroughly blended with other spices and condiments, beans can either be fried to produce a delicacy known as AKARA or boiled to produce a dish called MOI MOI (also known as Bean Cake).

- Great for Akara
- Great for Moi Moi
- Great for Bean pudding (Ewa aganyin)



Projects & Partnerships

Marketing

Marketing & Communication

....

Looking to bring their brand identity to the commercial market, creating awareness and inspiring patronage / loyalty from a global audience.

Industry:

- FMCG





Projects & Partnerships

Branding

Campaigns, Positioning, Design

...

They also wanted creatives that stand out from the competition and communicate in subtle ways, versatile product uses.

These images are particularly helpful to ensure high click through rate (CTR) on e-commerce sites and search engines that bring out comparative results for consumers.

Industry:

- FMCG





Projects & Partnerships

Product

Packaging and Design

The cliqlite tablet was a new product which was developed specially for kids learning and needed to have the same look and feel of the parent brand but also be appealing and relatable for kids within age bracket provided.

The tech company contracted for the production of the units, outsourced the product packaging and design to me for execution.



Projects & Partnerships

Digital

UX/UI Design, Wireframes, Front/Back end, Content

The brands i work with, are often looking to bring their brand identity to digital spaces and need easy to use, navigate and simplified online channels.

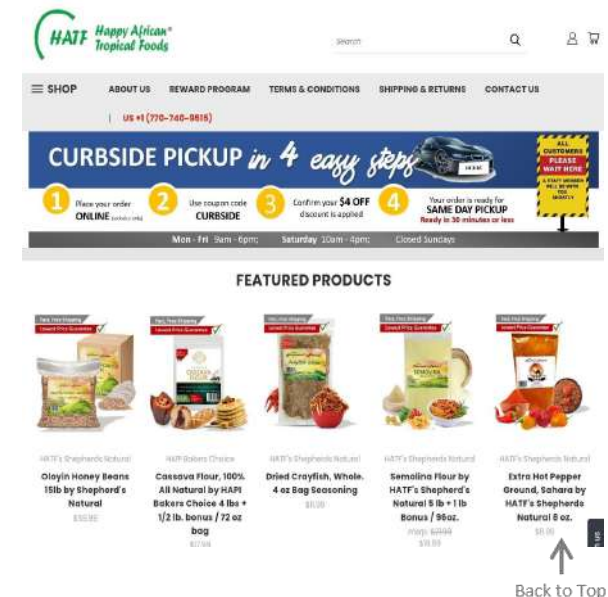
They are also in highly competitive spaces and require websites/stores that can be easily crawled by search engines with no result surpression and 1st search page result ranking.

Industry:

- FMCG Brand

Past projects:

Restaurant Chain, Fashion Brand, Personal pages, Management Firm, Government





Projects & Partnerships

E-Commerce

Store Setup and SEO/SEM Optimization

E-commerce Business Solutions:

Platform integrations and e-commerce stores. Look, feel and general experience on Amazon, Walmart, Ebay, Etsy, Google checkout and official website.

Value-Chain Management , Brand & Business Strategy, Project Management, Business advisory.





Projects & Partnerships

Events

Blockbuster Movie Premieres



An AD agency running Blockbuster movie premieres on behalf of their client which required sponsorship, campaign design from ideation to execution.

The creatives and event execution were outsourced to me

- Campaign Design
- Stakeholder Management
- Media Push
- Product Design & Marketing
- Event Management
- Social Media Design





Projects & Partnerships

c g i

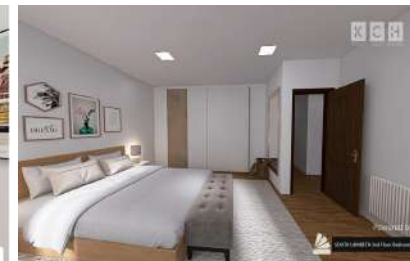
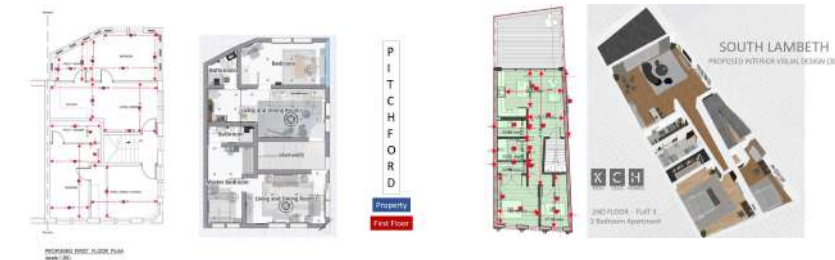
Computer Generated Images

(3D renders and Architectural Visualizations)

A company in the UK, buys and flips houses into single/studio apartments for professional lease.

Designs are drawn and rendered following specific codes for approval by the local housing council before construction begins.

- Floor Plans
- 3D Renders
- Interior Styling





Projects & Partnerships

Teams

Building, Training and Bonding

Led the first of it's kind departmental initiative in 2019 that saw the Galleria designed, painted and decorated for Christmas, with only a budget of N365,870 by an *unlikely team of 12*:

- Plumber
- Gardener
- Electrician
- Generator Technician
- Sewage plant engineer
- Head of Facility
- Mall Supervisor
- Leasing Manager
- Accountant
- HR/Admin
- Inhouse painter
- Head of Operations

.... and a few customers who saw how much fun we were having and joined us with alot of picture ops, social media mentions and school escurtions for pictures with the gigantic tree.

Easily one of the proudest moments of my career, and it took us only 5 days. Proof that people are capable of so much more than their titles, if given a chance.





Projects & Partnerships

Reviews



Funmi Onuma · 1st

Empowering the Growth of Cinema in Africa | Inspiring Creativity in Media & Entertainment | Business Management Expert | Top 50 Global Cinema Woman | Youth Advocate

August 4, _____ Funmi worked with Nkechi but they were at different companies

Nkechi is known for her ability to help businesses, with strategic plans and content that are useful and informative, which help them build relationships with their customers. I highly recommend her for job delivery and professionalism in handling her client's brief.



Philip Ngharne Barnabas · 1st

Liaison Head at Advertising Regulatory Council of Nigeria
5d

Congratulations dear, you've always aimed to be above board. You always aimed excellent. I'm so proud of you



Ogueji Emeka · 1st

Anchor at Hekoiyod Koncepts Limited

March 2, _____ Ogueji worked with Nkechi but they were at different companies

Hardworking and dedicated

HATF Amazon Store is LIVE !!!!



Mustafa Oluwa 16 May

to support ▾

So proud of you. Thank God every day that you are part of our team.

Sincerely,

Gboyega Oluwa (Manager of **HATF** Happy African Tropical Foods, LLC.)



ARCON ADVERT · 1st

REGULATOR at ARCON Nigeria

May 5, _____ ARCON managed Nkechi directly

Kicki is dedicated, efficient and hard working. She pays close attention to detail and believes in quality. Pleasant to work with and a valuable employee



Contact information

With years of experience in Brand Building, Product Design including UX/UI, Marketing Strategy, Digital/interactive media, Information Systems, and Consulting ...

I have a proven track record of collaborating with clients to identify and simplify business challenges, develop actionable/cost effective solutions and deliver measurable results that ***increase sales and achieve ROI*** .



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