

VIVIAN OKPALA
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EDUCATIONAL QUALIFICATION

Full-Stack Web Development (4.0 cGPA) Sept 2024 - Sept 2025
 McMaster University.

Tourism and Travel (Honours) Sept 2015 – April 2017
 Mohawk College.

B.Sc. in Mass Communication (First Class Hons) Sept 2008 – June 2012
 Igbinedion University Okada
 Edo State, Nigeria.

HIGHLIGHTS OF QUALIFICATIONS

- Proficient in VScode, Node.js, MongoDB, RESTful API, OpenAPI, HTML, CSS, Javascript, GitHub.
- Proficient in Figma, Canva, CapCut, Lightroom, Adobe Creative Suite, Word, Excel, Outlook, PowerPoint & Publisher.
- Proficient in the use of architectural frameworks e.g Vue.js, React.js & Tailwind.
- 3+ years customer service experience.
- TICO Certified.
- Excellent communication skill (Oral & Written).
- Basic knowledge of Wix, QuickBooks and Shopify.

WORK EXPERIENCE

Creative Director/Product Design Lead Sept 2018 - Present
 Vivaloveeda Mati Online Hair Store

- Develop and maintain a strong brand aesthetic across all digital touchpoints, ensuring consistency in tone, visuals, and messaging.
- Conceptualize and lead creative campaigns for launches, seasonal promotions, product spotlights, and social media initiatives.
- Collaborate with leadership to evolve the brand's creative strategy and positioning in the competitive online hair market.
- Oversee photoshoots, video shoots, and creative projects from ideation to execution.
- Ensure product presentation (bundles, wigs, closures, etc.) is visually compelling and aligned with brand guidelines.
- Produce high-quality, on-brand content including product photography, tutorials, behind-the-scenes footage, customer transformations, and influencer features.
- Edit and deliver engaging video content optimized for Reels, TikTok, YouTube, and ads.
- Research and implement current social media trends, audio, editing styles, and beauty industry innovations to keep content fresh and relevant.
- Develop and execute weekly/monthly content calendars to support campaigns, launches, and sales goals.

Logistics Coordinator/Warehouse Receiver
Canadian Hospital Specialties Ltd (CHS Canada)

Sept 2023 - Sept 2024

- Receive materials and equipments to support production and verify receipts in relevant computer systems, which enhanced production by 70%.
- Verify the accuracy of shipments and file all inbound shipping documentations including bill of lading, commercial invoice and packing slips.
- Coordinate delivery schedule and escalate all discrepancies to local vendors.
- Comply with company policies and procedures, allocating special attention to all proceedings to ensure safety and health regulations in the warehouse are observed and enforced accurately.
- Unload pallets, receive materials and put-away in designated aisle using a reach truck forklift.
- Make suggestions on areas of improvement and development in the warehouse.

Card Personalization Specialist
Gemalto Canada Inc/Thales Group

Sept 2017 – Sept 2023

- Inputting job order information into the computer, which enhanced production speed by 60%.
- Material handling of products with the machine to process documents and produce cards.
- Verify mag-stripe and chip/troubleshoot printer issues.
- Manual hand-stuffing of envelopes.

Admin Assistant/Customer Service Representative
Esteve Employment Services

Feb 2016 – Sept 2017

- Responsible for incoming and outgoing calls including transfers to appropriate staff members, general clerical duties, mail & correspondence, data entry, meeting minutes, ordering office supplies, as well as retrieving documents and files when requested. Providing impeccable customer service assistance to walk-in clients.
- Perform work related errands as requested such as, going to the bank and post office, as well as keeping the office environment tidy and clean.
- Updating and maintaining databases such as, mailing lists, contact lists, and client information.

Travel Agent (Internship)
Expedia Cruise Ship Centres

April – April 2017

- Provided exceptional services to clients by listening, and finding out their travel needs, interests, and concerns.
- Maintained an up-to-date file of both past, and existing clients.
- Inbound and outbound calls, with a high level of professionalism.
- Arranged travel packages i.e. All-inclusive cruise packages, FIT & DIT, flights, hotels, transfers, insurance, and all other travel arrangements/bookings required by client. Also, informing clients about travel documents needed.

Deli Shift Lead
Nations Fresh Foods

Sept 2015 – June 2017

- Exhibited proficient decorum and conduct when communicating with customers, which enhanced customer's feedback by 40%.
- Assisted with cashing out customer's orders in an efficient and productive way in a quick paced environment.
- Reduced product waste (10%), by initiating a taste-free avenue for customers who visit the Deli daily.

Guest Service Agent
Uni-Holding Company of Nigeria

Aug 2014 – Mar 2015

- Established a cordial, polite, friendly, and professional relationship with guests which brought about 30% increase in customer referral.
- Addressed guest's protestations by distinguishing issues and taking necessary corrective measures. This brought about 50% increase in hotel's proficiency and development.
- Surpassed the usual company's business objectives by up-selling 10% of the hotel's products & services.
- Composed a worker's manual on the Dos and Don'ts of client administration procurement for fresh recruits.

High Network Individual Executive, Corporate Sales
Airtel Networks Limited, Nigeria

Nov 2013 – Aug 2014

- Trained as a high network sales executive with 95% work efficiency.
- Managed over 200 customer lines, combating issues raised, and fixing problems daily. Also, realized regular commissions for acquiring new clients, while likewise keeping up a full past-client portfolio.
- Through effective/persuasive sales skill, was able to generate over 150 network ports, meeting deadlines and crossing the target line of 100 ports per month, raising the yearly input above 50%.
- Represented Airtel Networks Limited in conferences held outside Lagos city, Nigeria; with over 200 people in attendance, which resulted in a 60% increase in network awareness & patronage.

CERTIFICATES/AWARDS RECEIVED

- Full Stack Web Development Certificate (4.0 cGPA), McMaster University.
- Tourism and Travel (Hons) - Ontario College Diploma Certificate (PGD), Mohawk College.
- B.sc Mass Communication Certificate (First Class Hons), Igbinedion University Okada.
- Ontario Truck Driving School Certificate & CHS Reach Truck Certificate (OTDS/CHS Canada).
- TICO Certified (Travel Industry Council of Ontario – Ontario's Travel Regulator).
- Most Outstanding Student (Arts & Social Science Faculty), Igbinedion University Okada, 2012.
- Most Influential Female (Mass Communication Student Association), Igbinedion University Okada, 2014.