

BASSEY, EMILY AKIBA

📍 Calabar, Cross River State | ✉ ekpoanwanbassey65@gmail.com | ☎ 08102668767

PROFESSIONAL SUMMARY

Performance-driven Professional with experience in retail sales operations, broadcast media, stakeholder engagement, and academic instruction. Adept at driving revenue growth, strengthening customer loyalty, delivering compelling public communications, and fostering high-performance learning environments. Demonstrated expertise in sales optimization, cash management, relationship management, live broadcasting, audience engagement, and educational content delivery, with a track record of improving business outcomes, and enhancing customer experience. Recognized for exceptional communication and problem-solving skills, with the versatility to excel across customer-facing, administrative, media communication, and sales functions.

SKILLS

- | | | |
|---------------------------------|--|--------------------------------|
| • Studio Equipment Handling | • Retail Operations Management | • Live Broadcast Presentation |
| • Product and Service Sales | • MS Office Packages Proficiency (Word, Excel, PowerPoint) | • Stakeholder Engagement |
| • Financial Record Keeping | • Client Relationship Management | • Health & Safety Compliance |
| • Efficient and Detail-oriented | | • Educational Content Delivery |

WORK EXPERIENCE

Civic Education and Government Teacher

APRIL 2025 – MAY 2026

Morphy High Academy, Calabar, Cross River State, Nigeria

- Improved overall student performance in Civic Education and Government by 42% through structured lesson delivery, and exam-focused coaching
- Strengthened students' understanding of real-world governance systems by linking curriculum content to current Nigerian political and civic events.
- Conducted regular class tests and mock exams, which helped students become more confident and improved their performance in external examinations.
- Supported school academic activities by assisting in internal examinations, ensuring proper coordination of exam logistics, supervision, and result compilation when required.

Retail Sales Officer

FEB. 2024 - MAR. 2025

North-West Oil and Gas Company, Calabar, Cross River State

- Managed high-volume frontline sales operations, processing over 500+ POS and cash transactions daily with 99.7% reconciliation accuracy across shift cycles.
- Increased monthly retail revenue by 18% through cross-selling of engine oil, lubricants, coolant fluids, and automotive care products at point-of-sale.
- Executed strict cash handling and POS operations protocols that reduced cash shrinkage, fraud risk, and till discrepancies by 90% through daily audit reconciliation controls.
- Improved customer retention by 22% through consistent service quality, relationship building, and proactive customer engagement at point-of-sale.

On-Air Personality (OAP)

AUG. 2022 - JULY 2023

Diamond 88.5 FM, Ilorin, Kwara State, Nigeria

- Delivered high-impact live OAP performances across drive-time and entertainment shows, maintaining 97% live broadcast consistency under fast-paced, unscripted radio conditions.
- Hosted and controlled on-air energy across 50+ broadcast sessions, managing seamless transitions between music, talk segments, ads, and audience interactions.
- Increased advertiser effectiveness by delivering naturally integrated live reads and brand mentions, improving ad recall and sponsor satisfaction by 22%.
- Maintained strong vocal clarity and broadcast quality using Adobe Audition and Cool Edit Pro, improving audio delivery quality by 45% through sound refinement techniques.

Radio Presenter
SOBI 101.9FM, Ilorin, Kwara State, Nigeria

MAR. 2022 - JUNE 2022

- Strengthened the station positioning as a community-driven radio in Ilorin by delivering locally relevant programming focused on vic issues, entertainment, and grassroots storytelling.
- Hosted interactive public affairs programmes centered on community development, governance, and youth issues, generating over 15,000+ monthly audience interactions via calls, SMS, and WhatsApp.
- Conducted interviews with community leaders, local politicians, entertainers, and business owners, strengthening SOBI’s role as a regional civic dialogue platform.
- Maintained full compliance with NBC broadcasting standards, ensuring ethical reporting in sensitive community and political discussions.

EDUCATION

Bachelor of Science (B.Sc.), Sociology
• University of Calabar, Calabar, Cross River State, Nigeria

2018

West African Senior School Certificate Examination (WASSCE),
• Confidence Trinity Secondary School, Itu, Akwa Ibom State, Nigeria

2013

INTEREST

- Volunteering
- Travelling
- Networking
- Content Creation

REFEREES

- Available Upon Request