

HOPE EJEJIGBE

STRATEGY & OPERATIONS • AI • PRODUCT • MARKETING & GROWTH • CREATIVE STRATEGY

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PROFESSIONAL PROFILE

Strategy and operations professional with hands-on startup leadership across business operations, product growth, marketing, customer experience and creative strategy. Co-founder and COO of Presency Ltd, an AI-powered storefront platform, driving day-to-day operations, product execution, vendor onboarding, growth initiatives and creative direction. Experience spans digital marketing and SEO — content strategy, backlink and domain-authority research, social and brand content — combined with an MBA in Artificial Intelligence and Data Analytics and practical AI application across ideation, prototyping and execution. Strength lies in operating across strategy and execution: building systems, coordinating people and priorities, shaping products, directing creative work and driving the marketing that supports growth.

SELECTED IMPACT

- Co-lead operations and execution at Presency across product, growth, vendor relationships, customer experience and marketing.
- Supported Presency's launch and early growth to close to 100 users/businesses, following an earlier milestone of 74 businesses signed up.
- Helped bring the Presency mobile app to both Google Play and the App Store, extending the product beyond its web storefront experience.
- Contribute to product initiatives including vendor Circles, visual product discovery and an in-built map for locating Presmerchants.
- Lead AI-assisted commercial creative production — campaign concepts, brand direction and visual storytelling.
- Support SEO and content initiatives (Ahrefs, domain authority analysis, guest posting, link insertions and listicles) to strengthen content visibility and authority.
- Use AI for ideation, research, prototyping, creative production and operational execution.

PROFESSIONAL EXPERIENCE

Presency Ltd — Co-founder & Chief Operating Officer (COO) | 2026 – Present | Remote

- Own and coordinate core business operations, translating strategy into execution across product, growth, vendor relationships, customer experience and marketing.
- Coordinate priorities across the founding team and operational workflows, creating structure around execution as the platform scales.
- Drive vendor onboarding and relationship management, including coordination with prospective Presmerchants.
- Contribute to product strategy and execution for an AI-powered storefront platform connecting businesses with digital customers through web and mobile experiences.
- Develop brand positioning, campaign concepts and customer-facing communication across digital channels, maintaining a business-first product perspective.
- Lead creative strategy and direct AI-assisted commercial content, campaign concepts and visual storytelling aligned with Presency's brand.
- Support product development and communication around features such as vendor Circles, visual product discovery and location-based merchant discovery.
- Use no-code and AI prototyping approaches to move ideas from concept to testable product experiences.

Post Market Publishing — Sales & Customer Service Representative | Nov 2024 – Present | Remote, USA

- Manage high-volume customer support through Freshdesk, resolving issues, escalating cases and protecting customer experience.
- Engage customers and prospective leads, supporting commercial conversations and using customer insights to inform communications and decisions.
- Conduct SEO and content research using Ahrefs, including domain authority/rating analysis and evaluation of backlink and brand-mention opportunities.
- Support off-page SEO activities including guest posting, link insertions and listicles to strengthen content visibility and authority.
- Maintain operational records and order data in Google Sheets, and collaborate through Slack and Google Chat to improve workflows across multiple sites.

Clint Cliff Limited — Operations Assistant & Customer Support | Sep 2024 – Sep 2025 | Remote, Lagos

- Supported day-to-day operations across multiple business functions, coordinating tasks and ensuring smooth execution.
- Managed client communications, recruitment coordination and service requests across phone and email.
- Maintained the company's job platform, coordinated vacancy postings and worked with partner organisations.
- Supported travel, rental and reservation arrangements based on client requirements.
- Worked with management to improve workflows and strengthen client satisfaction.

Greg Daniel — Administrative Assistant | Jul 2024 – Sep 2024 | Onsite, Port Harcourt

- Managed inventory records and digital stock tracking for incoming and outgoing fabrics and clothing.
- Implemented and maintained digital filing systems for fabric and customer records.
- Supported customer service, showroom presentation, payroll assistance and general administrative operations.

Clint Cliff Limited — Social Media Graphics Designer / Handler / Website Content Manager | Jun 2023 – Jun 2024 | Remote, Lagos

- Managed social content, visual communication and digital channels across multiple business departments.
- Created and published branded content and maintained website content, including updates to e-commerce products.
- Supported vendors with digital content requirements and helped keep online information accurate and engaging.

Minobeautyng® — Instagram Page Handler / Customer Service Representative | Dec 2022 – Sep 2023 | Remote

- Managed Instagram content, promotional creative and customer-facing communications.
- Handled customer enquiries, lead prospecting and support through live chat and phone.

EDUCATION

Miva Open University — Master of Business Administration (MBA), Artificial Intelligence and Data Analytics | In progress — Expected Dec 2026

University of Port Harcourt — B.Sc., Human Physiology | 2017 – 2023

CORE EXPERTISE

Strategy & Operations: Strategy & Operations • Operational Excellence • Process Improvement • Lean Six Sigma • Product Strategy • Product Operations • Customer Experience • Growth Strategy

AI & Creative: AI Strategy & Implementation • AI Automation • AI Prototyping • Prompt Engineering • AI Creative Direction • Commercial Video Production • Creative Strategy • Brand Strategy • No-Code Development

Marketing & Digital: Digital Marketing • SEO • Content Strategy • Blog Content • Backlink Strategy • Guest Posting • Link Building/Link Insertions • Domain Authority/Rating Analysis • Social Media Strategy • Content Planning • Social Media Analytics • Website Content Management • Graphic Design

TOOLS & TECHNOLOGIES

Ahrefs • Canva • Freshdesk • Google Workspace • Google Sheets • Slack • Google Chat • AI creative/generative AI tools • No-code/AI prototyping tools

PROFESSIONAL DEVELOPMENT

- MBA, Artificial Intelligence and Data Analytics — Miva Open University (in progress)
- Lean Six Sigma — ongoing professional development
- Google — Technical Support Fundamentals
- HubSpot Academy — Service Hub Software