

GRACE MALIK

Business Operations • Customer Experience • Business Support • Marketing

Community Manager, d'ulowork | 2025–Present

I work across customer experience, operations, commercial support and marketing at d'ulowork. I built the systems the business uses to manage leads, sales, projects, training and staff performance. I also ran paid campaigns and produced content, listings and pricing research.

241 messaging conversations	176 link clicks	1.2K landing-page views	230.96K ad spend (NGN)
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Results from four Meta campaigns I ran (page 5).

Selected work: CRM and sales pipeline • project tracking • paid advertising • social content • digital listings • training and onboarding • performance evaluation • pricing and competitor research

I build systems that make work easier to track, execute and improve.

01 — What I Do

I combine customer-facing work with the systems and commercial support behind it. I don't just complete tasks; I build structures that show the business what is happening.

Core areas

- **Customer experience:** I handled enquiries, follow-ups, service information and escalations.
- **Business operations:** I set up workflows, documentation and reporting, and coordinated vendors, procurement and daily tasks.
- **Commercial support:** I researched pricing and competitors, wrote proposals, and tracked leads and conversions.
- **Project coordination:** I tracked deliverables, timelines, budgets and completion.
- **Marketing:** I ran Meta Ads and produced social content and listings.
- **People and process:** I built CSR training and onboarding and the Performance Evaluation System.

Systems I built

System	What it does
Business Operations Management System	Structures leads, customers and reports
Lead Database	Records enquiry source, service, location, budget, status and follow-up
Sales Pipeline	Tracks stage, probability, expected close date and estimated revenue
Project Tracker	Tracks dates, budgets, actual cost, completion and status
Performance Evaluation System	Structures employee performance tracking and reporting
CSR Training & Operations Manual	Covers onboarding, customer service, lead management and operating standards

02 — CRM, Lead Management & Sales Pipeline

I built a lead workflow so every enquiry was captured, assigned, followed up and moved through a clear sales process.

- **Lead database:** service, source, location, budget, status, owner, next follow-up and outcome.
- **Sales pipeline:** stage, probability, expected close date, estimated revenue and owner.
- **Follow-up:** every active lead has a next action and date, so nothing depends on memory.
- **Visibility:** I can see where leads progress, stall or are lost.

Service Interested In	Enquiry Source	Preferred Location	Budget	Status	Assigned To	Next Follow-up Date	Outcome
Meeting Room	Walk-in	Onikan	₦10,750.00	Won	Opeyemi		
Hot Desk	WhatsApp	Lekki		Lost	Opeyemi	8/17/2026	Weekly subscription
Hot Desk	WhatsApp	Onikan		Lost	Opeyemi		Weekly subscription
Private Office	WhatsApp	Lekki		Lost	Opeyemi	8/17/2026	Weekly subscription
Hot Desk	WhatsApp	Lekki		Lost	Opeyemi	8/17/2026	Weekly subscription
Private Office	WhatsApp	Ikeja		Lost	Opeyemi		Weekly subscription
Event Space	WhatsApp	Onikan		Lost	Opeyemi		Weekly subscription
Hot Desk	WhatsApp	Ikeja		Qualified	Opeyemi		
Hot Desk	WhatsApp	Ikeja		Contacted	Opeyemi		
Hot Desk	WhatsApp	Ikeja		Qualified	Opeyemi		
Hot Desk	WhatsApp	Ikeja		Qualified	Opeyemi		
Hot Desk	WhatsApp	Lekki		Qualified	Opeyemi	8/17/2026	

Lead Database

Service Interested	Preferred Location	Current Stage	Revenue (₦)	Probability (%)	Expected Close Date	Assigned To
Meeting Room	Onikan	Won	₦10,750.00	100%		Opeyemi
Hot Desk	Lekki	Lost		0%	8/17/2026	Opeyemi
Hot Desk	Onikan	Lost		0%		Opeyemi
Private Office	Lekki	Lost		0%	8/17/2026	Opeyemi
Hot Desk	Lekki	Lost		0%	8/17/2026	Opeyemi
Private Office	Ikeja	Lost		0%		Opeyemi
Event Space	Onikan	Lost		0%		Opeyemi
Hot Desk	Ikeja	Qualified		50%		Opeyemi
Hot Desk	Ikeja	Contacted		25%		Opeyemi
Hot Desk	Ikeja	Qualified		50%		Opeyemi
Hot Desk	Ikeja	Qualified		50%		Opeyemi
Hot Desk	Lekki	Qualified		50%	8/17/2026	Opeyemi
Private Office	Lekki	Qualified		50%	8/17/2026	Opeyemi
Hot Desk	Ikeja	Qualified		50%		Opeyemi
Meeting Room	Onikan	Lost		0%		Opeyemi
Dedicated desk	Onikan	Lost		0%		Opeyemi
Hot Desk	Ikeja	Lost		0%		Opeyemi
Hot Desk	Ikeja	Qualified		50%		Opeyemi

Sales Pipeline

03 — Project Coordination & Delivery Tracking

I created and maintained a project tracker that gives every project an owner, end date, budget, actual cost and status. It holds five completed projects, all at 100%: a UPS repair, flyer printing, the d'ulowork Lekki business profile, the business strategy and growth plan, and flyer distribution.

3	Project ID	Project Name	Location	Project Manager
4	PRJ-0001	Repair of UPS	Onikan ▼	Grace ▼
5	PRJ-0002	Printing of flyers	Lekki ▼	Grace ▼
6	PRJ-0003	Creating of d'ulowork Lekki business profile	Lekki ▼	Grace ▼
7	PRJ-0004	Built d'ulowork's business strategy and growth plan	Onikan ▼	Grace ▼
8	PRJ-0005	Distributing of Flyers	Lekki ▼	Grace ▼

Project Tracker — project, location and owner

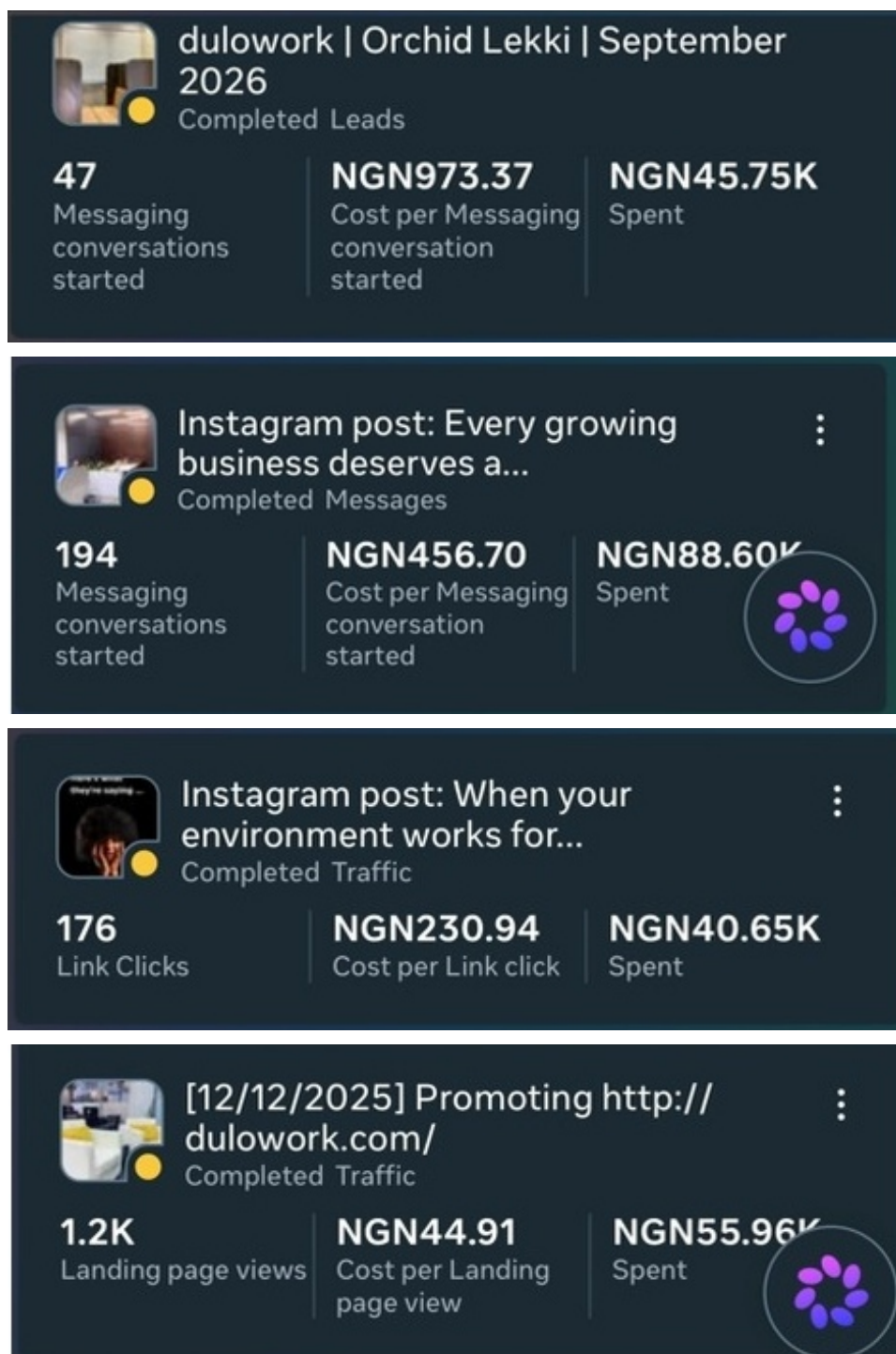
3	Project ID	Project Name	End Date	Budget (₦)	Actual Cost (₦)	Completion %	Status
4	PRJ-0001	Repair of UPS	07/29/2026	₦160,000.00	₦160,000.00	100%	Completed ▼
5	PRJ-0002	Printing of flyers	8/15/2026	₦20,000.00	₦19,000.00	100%	Completed ▼
6	PRJ-0003	Creating of d'ulowork Lekki business profile	8/14/2026	₦0.00	₦0.00	100%	Completed ▼
7	PRJ-0004	Built d'ulowork's business strategy and growth plan	08/12/2026	₦0.00	₦0.00	100%	Completed ▼
8	PRJ-0005	Distributing of Flyers	8/18/2026	₦0.00	₦0.00	100%	Completed ▼

Project Tracker — end date, budget, actual cost, completion and status

04 — Paid Advertising & Campaign Performance

I ran and monitored Meta campaigns for d'ulowork, tracking conversations, cost per result, clicks, landing-page views and spend.

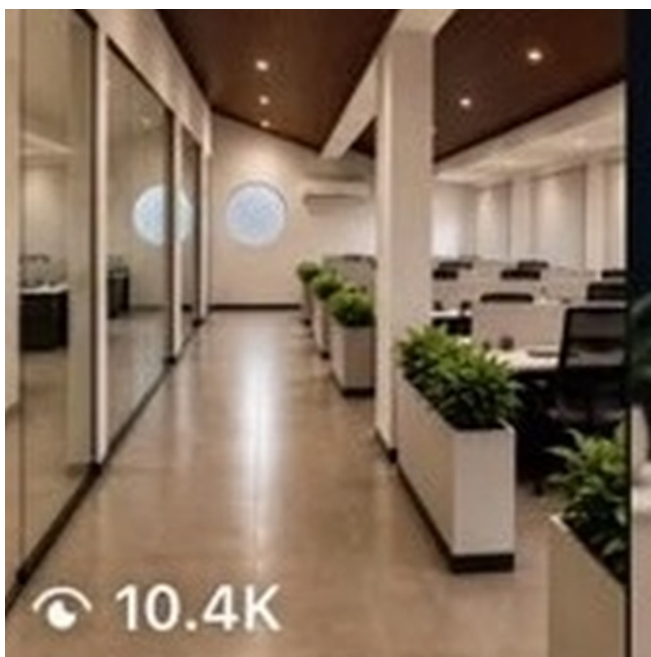
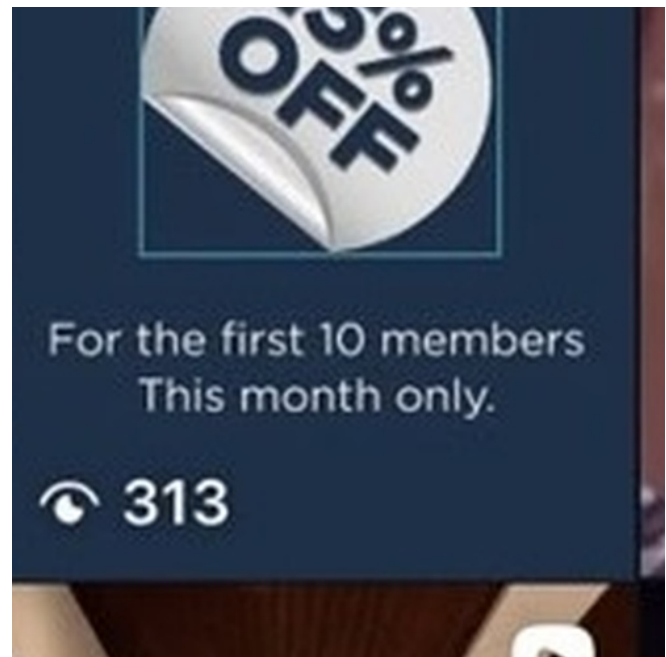
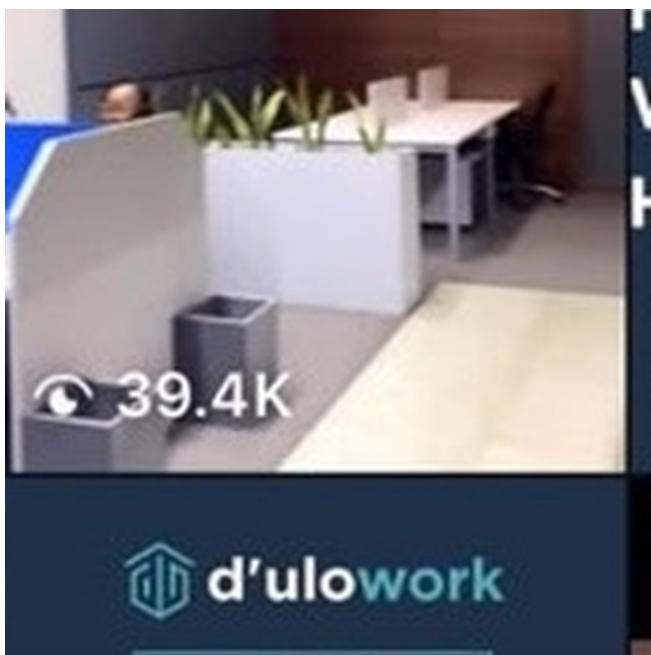
- 241 messaging conversations across two messaging campaigns
- 176 link clicks on the traffic campaign
- 1.2K landing-page views on the d'ulowork.com campaign
- NGN 230.96K total spend across the four campaigns



Selected Meta Ads results from the campaigns I ran.

05 — Social Media Content & Creative Design

I designed d'ulowork's social content: promotional graphics, educational posts, workspace stories and community posts. I created the concepts, copy, layout and branding.



Selected posts from the d'ulowork Instagram feed, with view counts.

06 — Digital Presence & Workspace Listings

I expanded and maintained d'ulowork's presence on workspace, property and business-discovery platforms, keeping business details, locations, services and pricing consistent. I also reviewed competitor listings to inform the commercial research behind them.



Nigeria • Lekki • Oba Akinloye Drive

Office Space in Oba

Instant Offices listing for d'ulowork's Lekki location.

Offices - Serviced

from ₦105,600 per person / mth 5-9 ppl



+11

Platforms I worked on

Worka • Instant Offices • Office Hub • OfficeSpace.com • NewOfficeAfrica • Nigeria Property Centre • ConnectCiti • Fillar • LinkedIn Company profile • Google Business Profile

07 — Training, Onboarding & Performance Systems

I built internal systems that made customer service and staff management more structured.

- I created the Customer Service & Sales Training & Operations Manual: orientation, product training, customer service, lead management, systems, location operations and assessment.
- I defined the customer journey, booking and payment controls, escalation rules, lead statuses, follow-up cadence, daily routines and training sign-off.
- I developed and implemented the Performance Evaluation System for employee tracking and management reporting.

5. New CSR onboarding

A new CSR should be trained before being expected to work independently.

Stage 1 – Company orientation	D'ulowork overview, positioning, locations, services, target customers and company standards.
Stage 2 – Role orientation	CSR responsibilities, working hours, daily routine, performance expectations, reporting and escalation.
Stage 3 – Product training	Workspace types, facilities, current pricing, packages, booking requirements and payment process.
Stage 4 – Customer service	Greeting, WhatsApp/phone/email enquiries, qualification, communication, complaints and escalation.
Stage 5 – Sales & lead management	Lead capture, qualification, follow-up, tours, quotations, conversion and dormant/unresponsive leads.
Stage 6 – Systems	Business Administrative Operations System, WhatsApp, email, website, booking records and reporting.
Stage 7 – Location operations	Opening checks, workspace readiness, meeting-room control, power/internet checks and closing.

CSR onboarding framework I created (from the training manual)

Productivity	Linear scale 1–10	Add optional short justification after the score.
Meeting Deadlines	Linear scale 1–10	Add optional short justification after the score.
Independence	Linear scale 1–10	Add optional short justification after the score.
Coachability	Linear scale 1–10	Add optional short justification after the score.
Communication	Linear scale 1–10	Add optional short justification after the score.
Resourcefulness	Linear scale 1–10	Add optional short justification after the score.
Alignment & Prioritisation	Linear scale 1–10	Add optional short justification after the score.
Influence	Linear scale 1–10	Add optional short justification after the score.
Presentation	Linear scale 1–10	Add optional short justification after the score.
Top Contributions	Paragraph	Ask for the 2 most impactful things worked on in the quarter.
Reflection	Paragraph	Ask what the employee would do differently.

Performance evaluation template I built

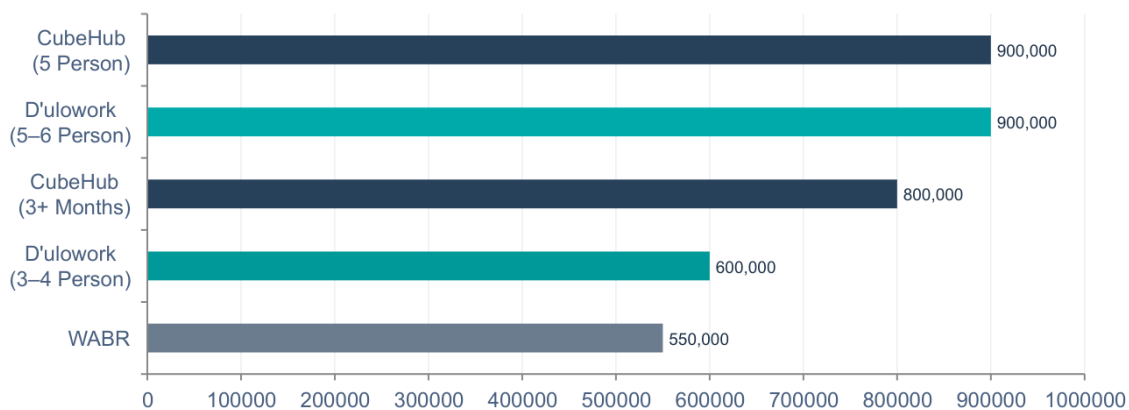
08 — Pricing, Competitor Research & Commercial Support

I researched competitors, workspace quality, services and pricing to support d'ulowork's commercial decisions and positioning.

- I researched competitor pricing, discounts, offers and positioning.
- I built customised workspace proposals and pricing based on team size, location, usage and commitment period.
- I consolidated pricing and workspace inventory across locations for internal use.
- I reviewed lead outcomes to find conversion barriers such as availability, location and budget.

PRIVATE OFFICE PRICING COMPARISON

Private Office Pricing Comparison



Private office pricing comparison I used to support pricing decisions

WORKSPACE ASSESSMENT SCORECARD

Workspace Assessment Scorecard

Each location was scored 1–5 across eight evaluation criteria during site visits (40 points maximum).

Criteria	Cafe One	d'ulowork	CubeHub	WABR	Agos
Location & Accessibility	5	4	4	3	3
Pricing Value	5	5	3	3	4
Workspace Quality & Design	4	5	4	3	2
Internet & Power Reliability	5	4	4	3	2
Meeting Room & Facilities	4	4	4	3	2
Customer Service	5	4	4	3	2
Community & Networking	5	3	4	5	2
Professional Image & Branding	4	4	5	3	2
Total Score (out of 40)	37	33	32	26	19

Workspace assessment scorecard from my competitor site visits

09 — What I Bring

My experience is broad, but the thread is the same: I turn business activity into clearer systems, better visibility and practical execution.

- I build systems, not just task lists.
- I connect customer activity to lead, sales and follow-up visibility.
- I coordinate projects with clear owners, dates, costs and completion status.
- I support commercial decisions with research, pricing and customer data.
- I combine customer-facing experience with process improvement and reporting.
- I contribute to marketing through paid campaigns, content and digital visibility.
- I document processes and build training so work can be repeated and measured.

Best-fit roles

Operations • Business Support • Customer Experience • Customer Success • Sales Operations • Business Development Support • Project Coordination • Junior Marketing / Social Media

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