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**Career Focus**

**Well-qualified marketing professional adaptive to changing market conditions. Demonstrated ability to provide leadership to an organization with a focus on revenue and product longevity.**

**Summary of Skills**

* **Market Value Analysis**
* **Creative Problem Solving**
* **Cold Calling**
* **Internet Marketing**
* **Customer Service**
* **Marketing Material Development**
* **Social Media Marketing**

**Professional Skills**

* **Increased monthly gross sales.**
* **Doing cold-calling on daily basis to improve sales**
* **Developed direct mass re vetting which resulted in 10% growth of customer base.**

**Product Roll-Out**

* **Responsible for marketing for product launch including public relations, direct mail pieces, trade shows, sales training and e-mail campaign.**

**Market Research**

* **Defined industry segments and identified opportunities in domestic and international markets.**

**Marketing Requirements**

* **Worked with customers to define and develop business cases for new products**
* **Wrote marketing requirements documents for future product development.**

**Professional Experience**

**Sales Executive 11/2012 Till Date**

**Al-Tayer Groups Dubai/Abu Dhabi, UAE**

* Identify opportunities, produce leads and book appointments for the sales force with the emphasis on high quality leads.
* Develop creative pitches and propositions aimed at specific industry sectors.
* Proactively follow up leads generated from canvassing by the account managers.
* Use of initiative to identify and follow up opportunities with companies who are not already on the database.
* Manage the database to a high degree of accuracy to ensure targeted marketing activity can take place to generate new business.
* Work closely with the marketing team to achieve sales objectives.
* Negotiate commercial terms within set guidelines.
* Attend monthly meetings with the Corporate Account Managers to update information and discuss any issues
* Liaise effectively with all departments within Olive to ensure customer requirements are met.
* Contribute to the team performance by sharing and implementing Best Practice Ideas.

**Customer Service Agent/Logistic 12/2010 to 01/20**

**Flour Mills Nigeria Plc Abuja, Nigeria**

* Attracts potential customers by answering product and service questions; suggesting information about other products and services.
* Opens customer accounts by recording account information.
* Maintains customer records by updating account information.
* Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
* Maintains financial accounts by processing customer adjustments.
* Recommends potential products or services to management by collecting customer information and analyzing customer needs.
* Prepares product or service reports by collecting and analyzing customer information.
* Contributes to team effort by accomplishing related results as needed.

**Sales Assist Manager 03/2008 to 09/2010**

**Active Systems Integral Technology Lagos State, Nigeria**

* Adept in performing aggressive sales, marketing, results-oriented client relations and customer service.
* Generate new clientele for company’s product or service.
* Uphold knowledge of all products - service lines, policies, procedures and support services of company.
* Understand customers’ requirements and accordingly offer advice on proper selection of product-service taking into account their need and budget.
* Reply promptly and professionally to customer queries about product - service specifications, pricing, payment methods, warranty, delivery, etc.
* Estimate or quote prices, credit or contract terms and warranties.
* Calculate price discounts and prepare invoices.
* Keep record of customer information for customer call reports.
* Arrange merchandise displays in such a way that entices customers to purchase merchandise. Ensure to keep right price tags on the merchandise and merchandise are arranged in a proper manner.
* Monitor availability of merchandise stocks and report to Supervisor for making a stock requisition.
* Share best practices, ideas, approaches, know-how, cross-selling opportunities and market-knowledge between various groups across the organization.

**Sales Team Leader 08/2006 to 10/2008**

**Unilever Nigeria Plc. Lagos, Nigeria**

* Prepares orders by processing requests and supply orders; pulling materials; packing boxes; placing orders in delivery area.
* Completes deliveries by truck or van to and from vendors.
* Maintains truck or van by completing preventive maintenance requirements; arranging for repairs.
* Maintains inventory controls by collecting stock location orders and printing requests.
* Maintains quality service by following organization standards.
* Maintains safe and clean work environment by keeping shelves, pallet area, and workstations neat; maintaining clean shipping supply area; complying with procedures, rules, and regulations.
* Completes reports by entering required information.
* Maintains technical knowledge by attending educational workshops; reviewing publications.
* Contributes to team effort by accomplishing related results as needed.

**Education**

**BSc in Industrial Relation & Personnel Management 2012**

**Lagos State University Lagos, Nigeria**

**Diploma in Computer Desktop Publishing 2010**

**Active Systems Integral Tech Lagos, Nigeria**

**Diploma in Wealth Creation Seminar 2010**

**Divine Success plc Lagos, Nigeria**

**Customer Service U.A.E 2015**

**Alison Course**

**Professional Additional Skills**

**I have additional skills in e-Marketing, Advertising, Media Marketing, Re vetting.**