**CURRICULUM VITAE**

**BABI**

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**SALES EXECUTIVE**

* **PERSONAL SUMMARY**

An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A results orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 3 years marketing experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.

**WORK EXPERIENCE**

**SALES EXECUTIVE: ECO SUPERMARKET S.A. (DOUALA). (2010 to Date).**

Involved in the strategic market planning for the companies services, as well as being in charge of the sales team. Organized merchandising operations and major events like promoting new store openings or product launches.

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**Rule:**

* Working closely with the Sales Director to prospect, pitch & close new business.
* Gaining a strong knowledge and understanding of a clients’ brand and products.
* Organizing weekly team meetings with staff, directors and senior managers.
* Involved in the day to day management of clients.
* Participation in team building and sales training events.
* Performance monitoring of account executives and account teams.
* Address client concerns and ensure the resolution of issues in a timely manner.
* Maintaining contact with clients - giving them regular updates.
* In charge of budgets and administration.
* Oversee existing campaigns to grow key accounts.
* Delivering ongoing market analysis and assessment of competitors.
* Retain accounts through the development of strong relationships with key decision makers.
* **EDUCATION & TRAINING**
* 2012 GCE Advance Level –Baptist High School, Bali
* 2012 Hotel Management Certificate CEFOR Hôtellerie Limbe, CAMEROON
* 2016 Food Safety Training - Safe Practices and Procedures, Alison Courses
* **SKILLS PROFILE**
* Excellent account management skills.
* Strong presentation and negotiation skills.
* Contacting and communicating with high end decision makers.
* Ability to follow up with clients in a timely professional manner.
* Good knowledge of Customer Marketing Databases and how to use them.
* A successful track record in new business development within the SME sector.
* Ability to work long hours, often under pressure.
* **LANGUAGE CAPABILITIES**
* English and French languages.
* **HOBBIES**
* Football, Reading, Travelling, Swimming, Movies
* **REFERENCES**
* **UPON REQUEST**