

ADEYEMI ABOSEDE SOPHIA

Sales Executive

Lagos, Nigeria | +234 701 647 9680 | sophiaadeyemi@gmail.com

PROFESSIONAL SUMMARY

Results-driven Sales Executive with a track record of building strong client relationships, growing revenue, and exceeding performance targets across media, retail, and corporate environments. Skilled at consultative selling, negotiation, and translating customer needs into tailored solutions. Combines sharp business acumen with strong communication and relationship-management skills to identify opportunities, close deals, and drive long-term client retention.

CORE COMPETENCIES

- Sales & Business Development
- Client Relationship Management (CRM)
- Negotiation & Deal Closing
- Lead Generation & Pipeline Management
- Key Account Management
- Target/KPI Achievement
- Market & Competitor Analysis
- Digital & Social Selling
- Customer Retention & Satisfaction
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

News Writer — Zurgezc Media

Feb 2025 – Mar 2025

- Pitched and delivered timely, audience-focused stories under tight deadlines, strengthening the outlet's credibility and readership trust.
- Applied SEO and audience-engagement techniques to content, increasing article visibility and reader reach.
- Built working relationships with editors and sources to source accurate, verified information quickly — translating directly into client- and stakeholder-facing communication skills.

Social Media & Content Creator — Admires Italian Couture

Jul 2024 – Aug 2024

- Grew brand engagement and audience reach for a menswear label by creating persuasive, sales-oriented content and campaigns that showcased product value and exclusivity.
- Managed social media channels end-to-end, converting audience interest into stronger community engagement and repeat brand interaction.
- Partnered with the brand on promotional campaigns and influencer collaborations to expand market reach and drive sales interest.
- Tracked fashion and competitor trends to keep messaging competitive and aligned with buyer preferences.

Head of Operations, School Bus Services — Meadow Hall Schools

Jan 2024 – Jun 2024

- Managed vendor and stakeholder relationships across a multi-route transportation operation, improving service reliability and client (parent) satisfaction.
- Controlled and optimized departmental budget, cutting inefficiencies while maintaining high service standards.
- Led and coached a frontline team, reinforcing accountability and consistent service delivery — skills directly transferable to managing a sales team or territory.
- Resolved service escalations quickly, protecting client relationships and organizational reputation.

Writer — This Day Newspaper*Mar 2023 – Oct 2023*

- Consistently met tight publication deadlines while maintaining accuracy, building a reputation for reliability under pressure.
- Conducted interviews and stakeholder outreach to source stories, developing strong rapport-building and persuasive-questioning skills.
- Produced compelling headlines and narratives that captured and held audience attention — a skill directly applicable to sales pitches and client presentations.

On-Air Personality — AU FM*Oct 2018 – Jun 2022*

- Educated and persuaded customers on airtime features, packages, and pricing options, directly promoting business products to a live audience.
- Delivered engaging, on-the-spot presentations, sharpening the ability to pitch, persuade, and hold audience attention in real time.
- Collaborated across departments to plan and promote station events, supporting cross-functional revenue and promotional goals.

Media Executive (Part-Time) — Faith Music Band*Dec 2018 – Mar 2019*

- Grew brand awareness and online reputation through targeted content and social advertising, generating new leads and sales opportunities.
- Reviewed and improved marketing effectiveness across Facebook, Google, and other channels, sharpening ROI-focused decision-making.

Client Executive Officer — BiggerWorld Entertainment*Aug 2015 – Oct 2021*

- Built and maintained relationships with a portfolio of clients and key stakeholders, consistently meeting client-relationship and KPI targets set by the Head of Sales.
- Identified and flagged upsell and cross-sell opportunities to the sales team, contributing directly to incremental revenue.
- Conducted regular business reviews and client satisfaction surveys, proactively resolving concerns to protect retention and account health.
- Represented the company at client meetings, strengthening existing accounts and reinforcing long-term partnerships.

Executive Assistant to the CEO — Allieshall Limited*Oct 2015 – Oct 2017*

- Prepared board-ready reports, presentations, and briefing materials, sharpening the ability to communicate value clearly to senior decision-makers.
- Coordinated board engagements across Nigeria, Gambia, and Sierra Leone, developing strong cross-border stakeholder-management skills.
- Managed high-volume scheduling, correspondence, and administrative operations with precision and confidentiality.

EDUCATION

B.Sc. Mass Communication (Second Class Upper)*Adeleke University — Oct 2018 – Jul 2022***ADDITIONAL EXPERIENCE & LEADERSHIP**

- Intern, Silverbird Communications, Lagos (Jun 2021 – Oct 2021)
- Social Media Handler, dreuofficial, Lagos (Nov 2021 – Oct 2022)
- Lead Project Manager, Adeleke University Press, Osun (Mar 2020 – May 2021)
- Lead Project Manager, BiggerWorld Entertainment, Lagos (Aug 2018 – Oct 2019)
- President, Faculty of Business and Social Science, Adeleke University (Aug 2021 – Jul 2022)