

# BRENDA LOVEDAY

Client Sales & Relationship Management Professional  
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## PROFESSIONAL SUMMARY

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Results-driven sales and client relationship professional with experience in lead generation, cold calling, sales pitching, and converting prospects into paying clients. Converted 50+ enquiries into fully enrolled, tuition-paying students at Grewn Agency, guiding 150+ prospects through a multi-step decision process. Confident communicating by phone, email, and digital channels, with a strong record of consistent follow-up, accurate record keeping, and building lasting client relationships. Currently completing professional cold calling training.

## CORE SKILLS

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Lead Generation | Cold Calling | Sales Pitching | Lead Conversion and Closing | Client Relationship Management | Enquiry Handling | Follow-up Management | Business Development | Networking and Referrals | CRM and Sales Records | Sales Reporting | Digital Communication | Canva | Google Workspace | Microsoft Office | Notion | Trello

## PROFESSIONAL EXPERIENCE

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### Student Recruitment and Study Abroad Counsellor | Grewn Agency

*Oct 2025 - Present*

- Guided 150+ prospective students through the international admissions process, from first enquiry to enrolment, across the UK, Canada, Ireland, and Turkey.
- Converted 50+ enquiries into fully enrolled, tuition-paying students through consultative selling, relationship management, and consistent follow-up.
- Followed up with leads through calls, messaging, and email, keeping prospects engaged from first contact to closed enrolment.
- Built trust with hesitant or undecided prospects through confident, empathetic communication, increasing follow-through and conversion.
- Presented courses, tuition, and funding options clearly, translating complex requirements into simple guidance that supported buying decisions.
- Maintained accurate CRM and tracking records of leads, conversations, and outcomes, supporting reporting and smooth handover between team members.
- Supported recruitment campaigns, webinars, and promotional events to generate new leads.
- Building a pipeline of prospective students for upcoming intakes.

### Content and Community Growth Manager (Business Development) | Parish Development Investment Company (PDIC)

*Jun 2025 - Oct 2025*

- Delivered sales pitches to prospective clients as part of the Business Development team, presenting the company's products and services.
- Created client-focused content, including videos, animations, and carousels, designed to attract prospects and encourage them to work with the company.
- Owned content strategy and multi-platform content calendars to keep brand messaging consistent and support lead generation.
- Collaborated with marketing and business development colleagues to align content with sales goals.

### Community Manager and Communications Assistant | Lorem Excellentiam (Test Accessify Program)

*Sep 2024 - Jun 2025*

- Conducted cold calling and outbound outreach to prospects and partners.
- Initiated and managed outreach partnerships with universities and youth networks, expanding reach through networking and referrals.
- Managed a 900+ member community and handled enquiries with a 98% response rate within 24 hours.
- Coordinated webinars and virtual job fairs with leading companies, averaging 500+ attendees.
- Documented SOPs and maintained feedback loops that strengthened long-term stakeholder relationships.

### Community Manager and Administrative Assistant | Home Log Limited

*Nov 2023 - Mar 2024*

- Managed multi-channel communications with residents, handling enquiries and keeping stakeholders informed.
- Produced regular reports on activity and feedback for leadership review.
- Provided executive support to the CEO, including scheduling, correspondence, and document management.

## TRAINING AND CERTIFICATIONS

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- Cold Calling Training, US and Canada-based training provider (in progress)
- Jobberman Soft Skills Training
- Google Analytics for Beginners
- Microsoft Office Specialist

## EDUCATION

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### **B.Sc. International Relations | Caleb University, Ikorodu**

*Oct 2019 - Jul 2023*

- Award of Excellence, College of Arts, Social and Management Science (2023)
- Award of Service as Treasurer and Financial Secretary (2023)