

ROLAND TOCHUKWU EZERIBE

Sales Manager | Business Development Officer | Customer Service Officer

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PROFESSIONAL SUMMARY

Sales and business development professional with over 18 years across banking, retail and brand marketing, including 6+ years at United Bank for Africa (UBA). Handles 50 to 60 customer interactions a day, holds a 97% resolution rate, and averages 95 to 98% on monthly CSAT. Good at spotting when a customer needs a product they don't have yet and closing that conversation. Before banking, ran sales and brand teams: grew foot traffic and bookings by 40% at La Estel Beauty Lounge, and has negotiated both client and vendor contracts. Comfortable carrying a pipeline, coaching a small team, and dealing with the regulatory side of banking (AML/CBN) without losing sight of the commercial target.

CORE SKILLS

Business development and new client acquisition, consultative selling, key account management, cross-selling, sales team leadership, negotiation, CRM and pipeline management, brand and campaign strategy, vendor negotiation, AML/regulatory compliance

PROFESSIONAL EXPERIENCE

Customer Service Officer | United Bank for Africa (UBA)

2019 – 2026

- First point of contact for 50 to 60 customers a day on accounts, transactions and digital banking, keeping a 97% resolution rate and 95 to 98% monthly CSAT.
- Turned everyday service conversations into product recommendations, a steady source of cross-selling and product adoption for the branch.
- Pushed customers toward digital and mobile banking where it made sense, which cut down repeat in-branch visits.
- Handled account verification, reconciliations and AML checks in line with CBN rules; no compliance flags on any case I've handled.
- Kept CRM records genuinely up to date, which made follow-up and audits far less painful.

Procurement & Contract Management Intern | Downbelow Africa

2024

- Helped run supplier research, bid prep and contract paperwork for procurement, using the same negotiation muscle as the sales side, just facing vendors instead of clients.
- Compared vendor proposals on a cost-benefit basis to help the team make faster, better purchasing calls.

Brand Manager | La Estel Beauty Lounge

2014 – 2019

- Grew foot traffic and event bookings by 40% through campaigns and better customer engagement, the number that mattered most to the owner.
- Built repeat business by keeping brand, staff training and promotions pointed at the same message.

Team Lead, Brand Marketing | Realnet Consult

2013 – 2014

- Led a small cross-functional team on brand campaigns built from market research rather than guesswork.
- Owned the budget and the timeline for each campaign, keeping it on time and on budget every cycle.

Sales Manager | Sunish Boutique

2009 – 2013

- Ran the sales team day to day and worked on keeping clients rather than just chasing new ones.
- Grew the customer base mostly through prospecting and old-fashioned consultative selling.

Marketing Executive | Softgrid Limited

2006 – 2009

- Ran integrated marketing campaigns to build brand awareness and keep customers engaged.
- Did the market research behind those campaigns and used it to sharpen targeting over time.

EDUCATION

B.A. Philosophy | University of Calabar, Nigeria

2019

- GAP Award, given to one of the best graduating students in the Faculty of Arts. Elected Academic Adviser, coordinating peer mentorship for a cohort of 187 students.

Diploma in Public Administration | University of Calabar, Nigeria

2010

CERTIFICATIONS

Inbound Methodology, HubSpot (2026); Customer Experience, UBA CX School of Excellence (2024); Virtual Assistant, ALX Africa (2024); Procurement & Contract Management (2024); NYSC (2021)