

CHRISTIANA IMONIGIE

Sales Management | | Account Management | | Customer Support

PERSONAL DATA

Location: Lagos, Nigeria
Tel: +2347030679310
Email: imonigie.christiana@gmail.com
Nationality: Nigerian **Language(s):**
English **Hobbies/Interests:** **Reading, Researching, Public Speaking,**
Networking, Travelling, Singing.

SUMMARY

A results-driven Sales and Account Management professional with a strong track record of driving revenue growth, building lasting client relationships, and optimizing account performance. I excel in business development, key account management, and strategic sales planning, with the ability to identify opportunities, negotiate contracts, and consistently exceed targets. With a keen eye for market trends and customer needs, I thrive in managing crossfunctional teams and enhancing customer satisfaction to drive long-term business success. I am passionate about delivering value-driven solutions and fostering client loyalty in competitive markets.

PROFESSIONAL EXPERIENCE

Cluster Manager

Redcloud Technology Limited

(April 2025 till Date)

- Onboarding of viable wholesaler and retailers to close B2B transactions
- Focus on repeat rate transactions for customer retention.
- Drive client acquisition and onboarding, negotiation and sales pipeline
- B2B trade-initiate, facilitate & close bulk trade transactions between Distributors and wholesalers within their clusters.
- Partner Relationship Management-build &manage relationship with top Distributors& wholesalers to maintain consistency &grow transactional volume.
- Revenue Generation-own revenue targets by driving bulk purchases and consistent trading activity on the RedCloud platform
- Market Intelligence- stay updated on markets trends, pricing and competitor activities, identify high demanding SKU and fast-moving products.
- Pipeline Development- develop and maintain a strong pipeline of potential trading partners & opportunities within the cluster.
- Reporting & performance monitoring -provide weekly and monthly reports on trading activities, partner performance and revenue contribution.
- Collaboration-work closely with the Head of Sales, marketing, operations and product teams to align on trade strategies and resolve partner issues. Of which targets and expectations would be conveyed to the Cluster.

Key Achievements

- Successfully won staff of the month by generating highest Revenue growth across the region.

- Market expansion and acquisition, strategically lead a team of five to actively onboard wholesalers and retailers in my cluster.
- Increase repeat rate and customer buying pattern by 80%.
- Successfully reduce customer churn rate by strategic campaigns and feedback surveys conducted quarterly.

Brand Account Lead

(2024 – 2025)

Redcloud Technology Limited

- Ensure the timely delivery of Redcloud solutions to prospective clients, aligning with their specific needs.
- Provide sales support and professional service during the implementation process.
- Develop and maintain strong, trusted relationships with key distributors to foster long-term partnerships.
- Monitor market trends, competitor activities, and customer preferences to identify opportunities for business growth.
- Oversee the onboarding and integration of new clients, ensuring product uptake and expansion of existing client relationships.
- Drive sales growth among key distributors while managing timely payments and product deliveries.
- Develop and execute promotional strategies, assisting key distributors in setting competitive pricing to maximize sales.

Key Achievements

- Successfully led brand strategy execution, driving increased brand awareness and achieving significant growth in market share across key accounts.
- Developed and nurtured strong relationships with key clients, leading to a substantial increase in repeat business and overall customer loyalty.
- Collaborated cross-functionally with marketing, sales, and product teams, ensuring seamless brand messaging and contributing to exceeding annual revenue targets.

Distributor Sales Partner

(2022 – 2024)

Redcloud Technology Limited

- Identified, secured, and onboarded major FMCG distributors within assigned verticals to expand market reach.
- Built and maintained strong relationships with distributors, fostering long-term partnerships and business growth.
- Addressed and resolved distributor inquiries and concerns in a timely and professional manner.
- Developed and implemented strategies to drive regular order traffic through the RedCloud Marketplace platform.
- Provided clear and consistent reports on weekly, monthly, and quarterly initiatives to both internal and external stakeholders.
- Established and nurtured relationships with key decision-makers in the FMCG sector to enhance business opportunities.

- Collaborated with existing clients to increase trade volume, optimizing sales performance and revenue growth.

Key Achievements

- Built a pipeline of 100 key distributors in six months, with 60 actively generating revenue.
- Revived inactive clients using targeted discounts and promo codes, boosting retention.
- Drove 200 new client acquisitions within two days through strategic marketing collaboration.
- Exceeded quarterly sales targets, achieving ₦100M+ in product mix sales (₦65M target).
- Ranked 2nd out of 20 in sales training with a 93% score.
- Converted dissatisfied customers into loyal repeat buyers.

Territory Sales Partner

(2021 – 2022)

Multi-Pro Consumer Products

- Conducted daily market visits to perform spot checks and retail audits, ensuring stock availability and monitoring customer retention.
- Developed and maintained strong relationships with existing partners while identifying and onboarding new partners to achieve commercial goals.
- Oversaw sales team performance in the field through one-on-one meetings, performance reviews, and motivational strategies to drive sales targets.
- Analyzed sales and marketing data to identify effective sales strategies and optimize marketing techniques.
- Developed and implemented innovative sales strategies to drive revenue growth and expand market share.

Key Achievements

- Achieved 100% of company sales targets in 2021.
- Maintained steady sales volumes, product mixes, and pricing by tracking market trends and supply-demand shifts.
- Trained 60 sales officers and support staff within just six months, enhancing team capability.
- Retained top customers despite intense competition by offering strategic discount options.

Sales Support Executive

(2015 – 2020)

Chi Limited

- Collaborated with team members to facilitate quick returns and ensure outstanding customer service.
- Secured high-value accounts through consultative selling, providing effective customer solutions and presenting compelling business opportunities.
- Tracked and analyzed sales performance by monitoring buyer trends and providing insights for continuous improvement.
- Provided training and support to front-line sales representatives on customer retention and improving customer relationships.

- Demonstrated products and key features at customer locations and special events, ensuring engagement and knowledge sharing.

Key Achievements

- ▢ Developed and implemented a sales forecasting system that dynamically calculated future sales and identified constraints, driving strategic decision-making.
- ▢ Revived 80% of churned customers and successfully onboarded new clients, significantly improving customer retention and business growth.
- ▢ Generated 52 corporate leads, converting 50 into high-value business accounts, while identifying emerging markets for expansion and increased industry presence.

Sales Executive/Account Officer

(2013 – 2014)

Rosabon Financial Service

- Acted as the primary point of contact between customers and the company, facilitating smooth communication and addressing inquiries.
- Negotiated sales terms and agreements, successfully closing sales and ensuring customer satisfaction.
- Gathered market and customer insights to understand their needs and tailor solutions effectively.
- Responded to customer queries, resolving objections and encouraging purchase decisions.
- Provided accurate quotations and cost calculations to customers, ensuring transparency and assisting in the sales process.

Sales Executive

(2013 – 2013)

Millennium Wine Company Limited

- Increased revenue by implementing effective sales strategies in all aspects of the sales cycle process from prospecting leads through close.
- Analyzed past sales data and team performance to develop realistic quarterly sales goals.
- Coached sales associates in product specifications, sales incentives, and selling techniques, significantly increasing customer satisfaction ratings.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.

EDUCATION

- **BSc. Economics (2006 – 2010)**
Abia State University, Abia State
- **Senior Secondary School Certificate (1994 – 2000)**
Mafoluku Grammar School
- **MSc. Digital Marketing and Sales (2025 – 2026)**
Rome Business School

CORE PROFICIENCIES

- Sales Strategy Development
- Market Research & Client Relationship Analysis

Management

- Negotiation Skills
- Reporting
- Account Growth & Cross-functional

• Sales Forecasting

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| Retention | Collaboration | |
| • Lead Generation & Prospecting | • Data-driven Decision Making | • Emotional Intelligence |
| • Experience with Analytic tools, Google Analytics | | • Effective Communication |
| • Understanding of digital marketing concepts(SEO,SEM) | | • Conflict Resolution |
| • Ability to work with Microsoft Office Tools (Word, PowerPoint, Outlook) | | • Problem Solving & Critical Thinking |
| | | • Team Leadership & Mentoring |

REFEREES

Referees will be provided on request.