

ADEMU HUSSEINI

MARKETING | SALES | BUSINESS DEVELOPMENT

Ojodu Berger, Ikeja, Lagos | 08134632489 | husseiniademu5@gmail.com

PROFESSIONAL SUMMARY

Results-oriented Marketing professional with an HND in Marketing and practical experience in field sales, customer engagement, business development, insurance marketing, order fulfilment, and administrative support.

Experienced in managing daily field coverage, identifying customer needs, promoting products, processing orders, coordinating deliveries, collecting payments, and maintaining strong customer relationships.

Proven ability to manage an assigned customer base of approximately **170 customers** while engaging with up to **45 stores daily**. Comfortable working with sales targets, developing customer relationships, identifying new business opportunities, and supporting business growth.

Proficient in Microsoft Word, Excel, and PowerPoint, with strong communication, interpersonal, organizational, and problem-solving abilities.

CORE COMPETENCIES

Sales & Marketing • Field Sales & Customer Acquisition • Business Development

Customer Relationship Management • Product Promotion • Client Prospecting

Customer Needs Identification • Order Processing & Fulfilment • Sales Target Management

**Customer Follow-up • Payment Collection & Record Keeping • Insurance
Marketing Support**

Administrative Support • Microsoft Office Suite

PROFESSIONAL EXPERIENCE

MARKETING DEPARTMENT EXECUTIVE (MDE) / SALES REPRESENTATIVE

Africa Continental GBfoods, Ikeja, Lagos

NYSC Service Year | September 2025 – September 2026

- Managed daily field coverage of approximately **45 stores**, with 35–40 stores typically generating productive customer engagements.
- Managed sales activities and relationships across an assigned customer base of approximately **170 customers**.
- Worked against an initial daily sales target of approximately **₦1.5 million**, later revised to approximately **₦881,000**.
- Identified customer needs and recommended suitable products based on individual store requirements.
- Promoted and sold company products through direct engagement with customers and retailers.
- Received customer orders and coordinated timely product delivery to support customer satisfaction.
- Maintained regular customer follow-up to encourage repeat purchases and strengthen long-term business relationships.
- Collected customer payments following product deliveries and maintained accurate transaction records.
- Represented the company professionally during field sales activities and customer interactions.
- Identified potential sales opportunities and supported efforts to expand the customer base.

MARKETING ASSISTANT

Aegis Insurance Brokers Ltd., Opebi, Lagos

Four-Month Engagement | 2024

- Assisted management in organizing and maintaining customer and insurance-related documentation.
 - Recorded and organized customer payment information for vehicle, building, and other property insurance policies.
 - Maintained accurate customer records to support effective follow-up and service delivery.
 - Conducted field prospecting to identify potential corporate clients and gathered relevant company information and business addresses.
 - Supported marketing outreach activities aimed at identifying and developing potential insurance clients.
 - Assisted with administrative and marketing activities that supported daily business operations.
-
-

EDUCATION

HIGHER NATIONAL DIPLOMA (HND), MARKETING

The Federal Polytechnic, Idah, Kogi State | 2022 – 2024

NATIONAL DIPLOMA (ND), MARKETING

The Federal Polytechnic, Idah, Kogi State | 2017 – 2019

TECHNICAL SKILLS

Microsoft Word — Good working knowledge

Microsoft Excel — Good working knowledge

Microsoft PowerPoint — Good working knowledge

PROFESSIONAL STRENGTHS

Target-driven & Customer-focused • Strong Communication • Customer Relationship Management

Organization & Time Management • Teamwork & Independence • Adaptability • Problem Solving

ADDITIONAL INFORMATION

NYSC: Completed — September 2025 to September 2026

Career Interests: Marketing, Sales, Business Development, Customer Relations & Client Support

References: Available upon request

For Word, I'd make the lines a subtle **dark navy or teal**, not black, and use a thin 1–1.5 pt line. That will give you the graphical look you're after without making the CV look crowded.

I can also make the **header much more stylish**, for example with your name on the left and the phone/email/location neatly arranged on the right, with a distinctive horizontal accent line underneath.