

# ESTHER UWE AKAN

RETAIL SALES MANAGER | RETAIL OPERATIONS | CUSTOMER RELATIONS

Lekki, Lagos State, Nigeria | 09029655766 | 09063944407 | estherakan50@gmail.com

## PROFESSIONAL SUMMARY

Results-driven sales professional with experience in retail sales operations, team supervision, customer relationship management, and revenue growth. Skilled in customer engagement, upselling and cross-selling, product recommendations, sales follow-up, and customer retention. Experienced in coordinating corporate gift orders, supporting sales teams, resolving customer concerns, and delivering excellent customer service. Also brings additional experience in human resources and administrative support.

## CORE SKILLS

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|------------------------------------|--------------------------------------|
| • Retail Sales Operations          | • Corporate Order Coordination       |
| • Sales Team Supervision           | • Staff Coaching and Support         |
| • Customer Relationship Management | • Merchandising and Stock Monitoring |
| • Sales Target Support             | • Complaint Resolution               |
| • Upselling and Cross-Selling      | • Communication and Negotiation      |
| • Customer Retention and Follow-Up | • Sales Reporting and Planning       |

## PROFESSIONAL EXPERIENCE

### Sales Manager — The Lekki Gift Company

2023–2026

Lekki, Lagos State

- Supported daily retail sales operations and guided team members in delivering excellent customer service.
- Engaged customers to understand their needs and recommend suitable products.
- Used effective selling techniques, including upselling and cross-selling, to increase customer purchases.
- Successfully persuaded a walk-in customer to expand a planned purchase from approximately ₦1.2 million to over ₦5 million through effective customer engagement and tailored product recommendations.
- Followed up on customer inquiries and sales opportunities to encourage successful conversions.
- Coordinated corporate gift orders, ensuring requested items were complete, accurate, and prepared for timely delivery.
- Coordinated the fulfilment of an Adecco corporate gift order, checking that the requested items were included correctly and delivered on the agreed date.
- Supported merchandising, stock monitoring, and the resolution of customer complaints.
- Maintained positive customer relationships and encouraged repeat business.

**HR Assistant — PC Recruitment Global****2021–2023***Victoria Island, Lagos State*

- Supported recruitment and routine human resources activities.
- Assisted with documentation, record keeping, and administrative tasks.
- Helped coordinate recruitment-related communication and processes.

**Sales Supervisor / Customer Care Representative — Textile and Fashion Retail****2017–2019***Akwa Ibom State, Nigeria*

- Assisted customers in selecting suitable textile and fashion products based on their needs.
- Provided product information and recommendations to support purchasing decisions.
- Supported sales activities and maintained positive customer relationships.
- Responded to customer inquiries and helped resolve service concerns.
- Supported daily retail activities and contributed to a positive shopping experience.

**Administrative Support — Julius Berger Nigeria Plc****2013–2015***Nigeria*

- Provided administrative and documentation support.
- Assisted with record keeping and routine office coordination.
- Supported daily administrative activities.

**Teacher (NYSC) — Government Secondary School****2009–2010***Kanja, Nasarawa State*

- Supported classroom teaching and student learning.
- Assisted with lesson preparation and classroom activities.

**EDUCATION**

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**Postgraduate Diploma (PGD) in Business Administration — In Progress**

National Open University of Nigeria (NOUN)

**Business Administration**

Our Saviour Institute of Science &amp; Technology (Polytechnic), Enugu

Graduated: 2009

**CERTIFICATION**

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**HR Consulting Mastery Course — Marvel Advisory**

Issued August 2026

Relevant areas include talent and performance management, workforce planning, employment and labour law, people analytics, workplace culture, and organisational structure.

**REFERENCES**

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Available upon request.