

FERDINAND GOSPEL CHINAZA

SALES, MARKETING & SALES OPERATIONS PROFESSIONAL

● Royal Palmwill Estate, Remlek, Badore Road, Ajah, Lagos, Nigeria ● 08163617506 ● ferdinandchinaza@gmail.com

01 PROFESSIONAL SUMMARY

Sales, Marketing and Sales Operations professional with experience in business development, field sales, marketing management, CRM systems and commercial performance reporting. Skilled in customer acquisition, sales pipeline management, market development and process improvement. Proficient in Microsoft Excel, Power BI, Zoho CRM and HubSpot, with experience in the solar energy and power sector.

02 CORE COMPETENCIES

- Sales Management and Business Development
- Sales Operations and Process Improvement
- Marketing Strategy and Campaign Management
- Field Sales and Territory Management
- CRM Administration and Pipeline Management
- Lead Generation and Conversion
- Sales Forecasting and Performance Reporting
- Customer Acquisition and Relationship Management
- Market Research and Competitive Analysis
- Sales Team Coordination and Enablement
- Commercial Analytics and Reporting
- Cross-functional Stakeholder Management

03 PROFESSIONAL EXPERIENCE

GP GATE SOLAR & POWER COMPANY · LAGOS, NIGERIA

● Head of Sales Operations (Nigeria)

June 2025 – August 2026

- Coordinated sales operations, CRM processes and reporting to improve pipeline visibility and commercial performance.
- Monitored lead progression, opportunity stages, customer follow-ups and sales activities to identify gaps and improve accountability.
- Developed sales reports and performance dashboards using spreadsheets and business intelligence tools to support management decisions.
- Analysed pipeline trends, conversion performance and sales activity to identify bottlenecks and improvement opportunities.
- Coordinated with marketing, procurement, logistics and project teams to improve sales handovers and customer order fulfilment.
- Maintained sales documentation, CRM records and reporting procedures to support consistent sales processes.

● Marketing Manager

May 2024 – May 2025

- Developed and coordinated marketing initiatives to promote solar products, power solutions and installation services.
- Conducted market and competitor research to identify customer segments, business opportunities and market trends.
- Coordinated promotional campaigns, customer engagement activities and lead-generation initiatives.
- Worked with sales personnel to align marketing activities with commercial targets and customer acquisition priorities.
- Monitored campaign results, customer enquiries and lead activity to inform marketing decisions.
- Supported brand positioning, product communication and the development of marketing materials.

SECODI SOLAR SOLUTIONS · LAGOS, NIGERIA

● Field Sales Manager

May 2022 – April 2024

- Coordinated field sales activities, customer acquisition and business development for solar products and installation services.
- Monitored sales targets, prospect follow-ups and pipeline activity to maintain visibility into sales performance.
- Supported sales representatives with customer engagement, product presentations, quotations and commercial negotiations.
- Identified new market opportunities through customer outreach, field research and relationship development.
- Prepared sales reports and monitored performance trends to support planning and management decisions.
- Coordinated with technical and project teams to align customer requirements with product specifications and delivery schedules.

● Sales & Marketing Officer

May 2021 – April 2022

- Generated and followed up on sales leads for solar equipment and installation services.
- Responded to customer enquiries, prepared quotations and supported sales negotiations and order processing.
- Conducted market research to identify prospective customers, competitor activities and sales opportunities.
- Supported promotional activities, marketing campaigns and customer relationship development.
- Maintained sales records and tracked customer interactions to support follow-ups and reporting.

SOFTGENE TECHNOLOGIES · LAGOS, NIGERIA

● Administrative & IT Support Officer

January 2020 – April 2021

- Managed administrative records, correspondence, spreadsheets and digital documentation.
- Supported routine office operations, internal coordination and business reporting.
- Provided basic IT support and assisted with business software and digital workflow issues.
- Maintained organised records and supported timely communication and task follow-up.

DILIGENCE DRIVING SCHOOL · OWERRI, IMO STATE

● Executive Secretary

2018 – 2019

- Managed correspondence, appointments, enquiries and administrative records.
- Coordinated schedules and supported communication with students and other stakeholders.
- Maintained organised documentation and supported daily office operations.

04 EDUCATION

Bachelor of Science (BSc), Business Administration

2013–2017

Ebonyi State University · **Second Class Upper Division (2:1)**

National Diploma (ND), Computer Engineering

2019–2022

Lagos State Polytechnic, Ikorodu · **Distinction** · Part-time

05 CERTIFICATIONS

- Sales Operations Certificate — **HubSpot Academy**
- Google Project Management Certificate — **Google**
- Operations Management — **OpenLearn, The Open University, UK**
- Backend Development Programme — **DevCareer**

06 SOFTWARE & DIGITAL TOOLS

- **CRM:** HubSpot, Zoho CRM
- **Data Analysis and Reporting:** Microsoft Excel, Microsoft Power BI
- **Business and Inventory Systems:** Odoo Purchase and Inventory
- **Productivity:** Microsoft Word, PowerPoint and Google Workspace

07 PROFESSIONAL SKILLS

Commercial communication · Negotiation · Analytical thinking · Problem-solving · Process improvement · Planning and prioritisation · Customer relationship management · Cross-functional collaboration

08 LANGUAGES

English – Fluent | Igbo – Native | French – Intermediate