

IBRAHIM SODIQ ADESINA

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PROFESSIONAL SUMMARY

Results-oriented Sales and Business Development Professional with 3+ years of progressive experience across FMCG, IT, corporate consulting, and consumer-facing businesses, with expertise in B2B and B2C sales, lead generation, prospecting, pipeline management, customer acquisition, account management, and revenue growth. Proven ability to identify and qualify high-potential opportunities, manage prospects through the end-to-end sales funnel, convert leads into paying customers, and develop retention strategies that strengthen customer lifetime value. Experienced in field sales, telemarketing, consultative selling, CRM utilization, market research, sales campaign execution, inventory management, and customer relationship management. Adept at leveraging market intelligence, data analysis, and customer insights to improve commercial performance and support sustainable business growth.

CORE COMPETENCIES

- Business Development & Revenue Growth
- B2B & B2C Sales
- Lead Generation & Prospecting
- Sales Pipeline Management
- Customer Acquisition & Retention
- Market Research & Market Penetration
- Lead Qualification & Needs Analysis
- Consultative & Solution-Based Selling
- Cold Calling & Telemarketing
- Sales Negotiation & Deal Closure
- Objection Handling & Persuasion
- Account & Customer Relationship Management

SOFT AND TECHNICAL SKILLS

- Microsoft Excel | Microsoft Word | Microsoft PowerPoint | Microsoft Outlook
- Google Workspace | Microsoft Teams | Cloud-Based Collaboration Tools
- Segmentation & Competitive Analysis | Sales Performance Tracking, Reporting & Data Analysis
- Strategic Problem-Solving & Critical Thinking | Communication, Stakeholder Management

WORK EXPERIENCE

Sales & Marketing Manager - Pawxie Pets Supplies, FmCG, Lagos

June 2026 - Present

- Developed and implemented a scalable sales and market penetration framework covering customer acquisition, distributor outreach, product positioning, territory development, and revenue-generation initiatives to strengthen the company's commercial presence.
- Increased repeat purchase rate significantly, by implementing structured post-purchase engagement, customer follow-up, relationship management, and retention strategies designed to improve customer satisfaction and lifetime value.
- Strengthened brand visibility and product positioning through targeted market outreach, customer segmentation, competitive analysis, promotional activities, and value-based product communication within a highly competitive FMCG market.
- Designed and implemented a customer-centric order selection and fulfilment process that simplified product selection, improved the purchasing experience, and supported the development of stronger relationships with prospective distributors and high-value customers.

Unit Business Manager - Raudhatech Business Ventures, Lagos

August 2025 - May 2026

- Generated and managed a consistent sales pipeline through a combination of field prospecting, door-to-door acquisition, telemarketing, referrals, and direct outreach, contributing to sustained lead generation and sales conversion.
- Conducted lead research, prospecting, segmentation, and qualification based on customer needs, purchasing capacity, budget, decision-making authority, and buying readiness to improve the quality of sales opportunities.
- Managed prospects throughout the sales funnel, from initial engagement and needs assessment through product presentation, objection handling, negotiation, closing, and post-sale follow-up to convert qualified opportunities into paying customers.
- Co-developed and executed sales campaigns and customer acquisition initiatives aimed at expanding the customer base, increasing sales volume, improving market penetration, and strengthening the company's overall commercial performance.

Sales Executive - Salesruby, Lagos

November 2024 - August 2025

- Executed outbound prospecting and lead-generation activities, identifying and engaging prospective clients based on customer profiles, business needs, purchasing behaviour, and identified buying motives.
- Conducted structured lead qualification and needs analysis, assessing prospects' professional background, financial capacity, expectations, pain points, and product requirements to determine sales fit and prioritise high-potential opportunities.
- Managed both inbound and outbound sales calls while maintaining an active sales pipeline, consistently following up with prospects and existing customers to achieve daily, weekly, and monthly revenue targets.
- Utilised CRM tools and sales-tracking processes to monitor prospect interactions, manage follow-up activities, track pipeline progression, support customer retention initiatives, and facilitate timely deal closure and post-sale engagement.

Sales, Marketing & Production Officer - Mr. I. Breadbuns, Lagos

Jan 2019 - June 2021

- Coordinated and participated in end-to-end production operations, ensuring effective planning, task allocation, process supervision, and timely completion of production activities in line with operational requirements.
- Executed sales and marketing activities targeting both new and existing customers, including customer acquisition, direct selling, relationship management, product promotion, and repeat-sales initiatives.
- Supported the development of the company's customer base and market reach by identifying sales opportunities, engaging prospective customers, communicating product value, and maintaining relationships with existing buyers.

EDUCATION

- **BSc. Zoology** *UNIVERSITY OF ILORIN, KWARA STATE*
2022

LEADERSHIP AND SOCIAL IMPACT EXPERIENCE

- **Religious Leader** - *NYSC Orientation Course* **2023**
- **Association President** - *Muslim Corpers Association of Nigeria, South-East Zone* **2023 - 2024**