

Ikenna Ugochukwu Iroegbu

Marketing Sales Professional

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PROFESSIONAL SUMMARY

A marketing sales professional with more than 6 years of progressive experience across public and private sectors in telecommunications, financial institutions, e-commerce, administration and education, offering innovative solutions in a variety of areas. Proven ability to effectively communicate complex ideas, analyse market trends, and negotiate successful partnerships with expertise in lead generation, cost optimisation, and client relationship management. Passionate about delivering results and contributing to a company's success through teamwork, leadership, and candour.

EXPERIENCE {SELECTED}

Regional Field Marketing Coordinator

August 2025 – Date

Burger King and Kinglance Nigeria [AFCS], Lagos, Abeokuta, Ibadan, South South/Eastern States.

- Assisted in planning and executing regional and localised ATL, BTL, and TTL marketing campaigns, promotions, and seasonal offers.
- Supported and managed local events, activations (e.g. grand openings, in-store and outdoor activations), including logistics and execution.
- Collaborated with the operations and sales teams to align marketing efforts and drive traffic and sales.
- Created and distributed marketing materials across restaurant locations.
- Worked cross-functionally to align strategies with the marketing, restaurant, and sales teams.
- Helped manage marketing budgets and ensured cost-effective execution.
- Conducted market research and analysed campaign performance for insights.

Territory Sales Supervisor

March 2023 – June 2025

Kyosk Digital Services Limited [FMCG] , Port Harcourt, Rivers State, Nigeria.

- Team Leadership: Oversaw the supervision, training, and coaching of field sales representatives and merchandisers to improve selling skills and route productivity.
- Target Achievement: Worked towards the actualization of monthly, quarterly, and annual volume and revenue goals within an assigned territory.
- Execution Excellence: Monitored in-store product visibility, correct pricing, promotional compliance, and merchandising standards.
- Market Intelligence: Conducted regular field visits to track competitor activities, assess stock levels, and report market trends to management.
- Distributor & Channel Management: Coordinated with distributors, wholesalers, and traditional open market retailers to ensure smooth product availability and inventory turnover.

Commercial City Manager

April 2021 – February 2023

Jumia On-Demand Service, Abia State, Nigeria.

- Managed the entire sales process with new partners to source and negotiate the best products in Abia State to deliver to our customers.
- Executed the expansion of the existing client base as well as generating new business at prospect chains.
- Managed contract negotiations aimed at establishing the foundation of a strong working relationship with our restaurant partners, including sustainable economics for both parties.
- Ensured end-to-end operational excellence with partners, customers, customer service agents and riders.

Field Sales Supervisor (FSS)

August 2019 – March 2021

MtnNigeria [Iso-black Agency] Abia State.

Sales Academic Instructor (NYSC)

August 2018 – July 2019

St. Jude's Secondary School, Ihiala, Anambra State

- Taught more than 200 secondary school students marketing through lectures, discussions, group activities, and demonstrations.

Ikenna Iroegbu
Marketing Sales Professional

- Designed training curriculum, produced physical and digital educational material, and utilised instructional management systems models that increased student understanding of the subject.

EDUCATION

Executive Master's in Logistics and Supply Chain Management.
(In Progress – Expected Completion: 2026)
Rome Business School.

2025 – Date

Bachelor of Science in Marketing

2013 – 2018

Michael Okpara University of Agriculture, Umudike (MOUUAU)

- Second Class Upper Division
- Project: The Effect of Corporate Social Responsibility on Nigerian Breweries' Marketing Performance (Case Study of Ama Brewery)**
- Awards: Senate Commendation for Outstanding Academic Performance in the 2013/2014 session at Michael Okpara University of Agriculture, Umudike**

CERTIFICATIONS/TRAINING

Business Leadership Development Programme (Rome Business School)	2025
HubSpot Academy Inbound Sales Certification	2024
Certification in Business Analytics with Excel	2023
Certification in Negotiation Masterclass for Sales and Business	2023
Certification in Digital Marketing Strategy, Foundation Masterclass	2023
Certification in Product Management Skills, Introductory Foundation	2023
Certification in Sales Specialist Masterclass	2022
Certification in Leadership and Management Study	2022
Certification in Service Marketing Communication Strategy	2022
Fundamentals of Digital Marketing Certificate	2021
National Youth Service Corps (NYSC)	2019
Certificate in Entrepreneurship Development	2017

PROFESSIONAL AFFILIATIONS

Michael Okpara University of Agriculture Alumni Association	Member
Association of Management Science Students (AMSS, MOUUAU Chapter)	Member
National Association of Marketing Students (NAMS, MOUUAU Chapter)	Member
National Anti-corruption Volunteer Corps (NAVC; MOUUAU Chapter)	Member

COMPETENCES

- Core**
Proficiency in Microsoft Office {Excel, PowerPoint, Teams, Outlook, Word} | Workplace video conferencing {Zoom, Google Meet, Teams, and sales specialist} | Data analysis | Consulting | Cost optimisation specialist, ATL, BTL & TTL Campaign Strategy & Execution
- Interpersonal**
Teamwork | Administrative Skills | Leadership | Communication | Coordination and Planning

INTERESTS

- Traveling | Reading | Networking | Researching | Sports

REFEREES

Available on Request