

# Louis A. Aiguh

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## Professional Summary

*Results-oriented Business Development and Sales professional with a proven track record in B2B sales, account management, and strategic partnerships. Expertise in driving revenue growth through lead conversion, consultative selling, and client retention strategies. Currently leveraging an M.Sc. in Business Administration to deliver high-level value in commercial negotiations and organizational expansion.*

## Work Experience

### Dragnet Solutions Limited

Sep 2024 - Present

*Sales Executive | Lagos, Nigeria*

- **Lead Generation & Conversion:** Drive the full sales cycle for recruitment services, actively converting pre-generated leads into paying enterprise clients through consultative selling techniques.
- **Strategic Proposals:** Develop and deliver tailored sales presentations and pitches that address specific client pain points, utilizing in-depth product knowledge to demonstrate ROI.
- **Pipeline Management:** Optimize the sales funnel using CRM tools to track opportunities, analyze conversion data, and refine follow-up strategies for maximum efficiency.
- **Commercial Negotiation:** Lead high-stakes negotiations to finalize service agreements, securing favorable terms that align with company revenue goals while ensuring client satisfaction.

### Tek Experts (Microsoft)

Oct 2023 - Sep  
2024

*Customer Success Account Manager | Lagos, Nigeria*

- **Account Growth:** Identified and executed strategic opportunities to expand revenue within existing enterprise accounts by aligning Microsoft solutions with customer business goals (Upselling/Cross-selling).
- **Strategic Account Planning:** Developed and implemented comprehensive account plans to ensure long-term retention, customer satisfaction, and successful adoption of Microsoft technologies.
- **Relationship Management:** Cultivated strong, trust-based relationships with key stakeholders, acting as a trusted advisor to influence internal product development.

- **Contract Negotiation:** Collaborated with sales teams to manage contract renewals and negotiate licensing agreements, minimizing churn and securing revenue continuity.

## Sendbox Technologies

Mar 2022 - Jul 2023

*Social Media / Operations Officer | Lagos, Nigeria*

- **Partnership Management:** Managed strategic operational relationships with global logistics partners including DHL, Aramex, and UPS to ensure seamless service delivery.
- **Brand Visibility:** Executed content strategies to enhance brand reach and drive customer acquisition through digital channels.
- **Customer Retention:** Maintained high conversion and satisfaction rates by providing prompt resolutions to inquiries and managing complex shipment tracking.

## Dentsu / Isobar

Apr 2021 - Sep 2021

*Social Media Moderator | Lagos, Nigeria*

- **Brand Engagement:** Managed high-profile accounts (Nivea Nigeria, Sprite, Schweppes), nurturing online communities to drive brand loyalty.
- **Market Analysis:** Provided comprehensive performance reporting and trend analysis to inform client marketing strategies and audit market presence.

## Previous Relevant Experience

2016 - 2019

- **Executive Assistant (Temp) @ KPMG:** Corporate administration, calendar management, and event organization (Dec 2019).
- **Reservations Officer @ The Wheatbaker Hotel:** Managed guest reservations and revenue transactions for premium client experience (Jan - Oct 2019).
- **Customer Care Representative @ MTN Nigeria:** Ensured data integrity and regulatory compliance for customer databases (2016 - 2019).

## Education

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### M.Sc. Business Administration (In View)

Ongoing

National Open University of Nigeria - Lagos

### B.Sc. Economics

2014

Caritas University - Enugu

## Core Competencies & Certifications

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**Business Development**

B2B Sales, Lead Generation  
Strategic Partnerships  
Pipeline Management

**Account Management**

CRM (Salesforce/Dynamics)  
Client Retention Strategies  
Upselling & Cross-selling

**Strategy**

Market Research  
Data Analysis  
Competitive Analysis

**Certifications:** Project Management (PMI & LinkedIn Learning), Digital Marketing (Google), Brand & Marketing Integration, Introduction to Cybersecurity (Cisco).