

MELODY CHIZARAM MARVELLOUS

PROFESSIONAL SUMMARY

High-impact Business Development and Sales Executive with over 6 years of experience driving revenue growth and market expansion in retail and manufacturing. Expert at architecting data-driven sales strategies and managing high-performing distributor networks to consistently exceed regional targets. Proven track record in transforming passive sales models into proactive, high-volume partnerships.

WORK EXPERIENCE

Niger Biscuit Company Limited | *Area Sales Officer* | March 2024 – Present

- Expanded regional market share by 15% by negotiating and onboarding 4 high-volume distributors within a 3-month period.
- Increased secondary SKU penetration by 22% across a network of 15+ key distributors by executing aggressive territory mapping and inventory audits.
- Boosted order conversion rates by 10% through rigorous sales performance supervision and real-time market intelligence reporting.
- Secured a 5% increase in impulse purchase visibility at the retail level by delivering weekly tactical adjustments based on competitor pricing and consumer shifts.
- Maintained 100% stock availability for core biscuit brands while managing end-to-end account reconciliation and credit management.

True Loaf Bakery | *General Manager & Business Development Manager* | Jan 2022 – Feb 2024

- Scaled production capacity and eliminated out-of-stock incidents by overhauling inventory systems to bridge the gap between production and high-demand cycles.
- Pivoted the sales model from passive foot traffic to B2B bulk partnerships by personally negotiating contracts with regional wholesalers and distributors.
- Drove long-term financial sustainability by implementing a culture of profitability, auditing cost of goods, and setting aggressive monthly revenue targets.
- Engineered a high-energy team culture by leading a cross-functional department of bakers, marketers, and supervisors to align with organizational growth goals.

Blue Fig Healthcare Limited | *Sales and Marketing Specialist (Remote)* | Feb 2018 – Sept 2021

- Optimized market penetration by utilizing data analysis to refine product features and monitoring real-time sales performance metrics.
- Executed the full sales lifecycle within strict budget constraints by defining go-to-market strategies and advertising visions.
- Improved team collaboration and workflow efficiency by implementing ICT tools for streamlined communication and project delivery.

Melgaret Immigration Solutions | *Customer Success Associate* | Nov 2015 – Dec 2017

- Reduced time-to-value by 20% for new clients by spearheading an end-to-end onboarding process featuring personalized success plans.
- Increased referral-based business by 10% through consistent advocacy and translation of complex requirements into actionable client steps.
- Improved retention rates by 15% by identifying at-risk accounts through engagement data analysis and implementing proactive intervention strategies.

Location: Federal Lowcost Estate, Ikorodu, Lagos
(available to relocate if required)

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TECHNICAL SKILLS & CERTIFICATIONS

- Sales & CRM: Salesforce, HubSpot, Market Research, Competitive Analysis, Customer Relationship Management (Cert).
- Data & ICT: Basic SQL, Relational Database Management, Microsoft Excel (Advanced), ICT Essentials (Cert).
- Operations: Inventory & Stock Management, Cost Optimization, Budgeting, Supplier Relations, Human Resource Management (Cert).

EDUCATION

Bachelor's in Entrepreneurial Studies (Second Class Upper) | Nasarawa State University, Keffi.