

JACOB OLUWADAMILARE SUNDAY

SALES | MARKETING | OPERATIONS | INVENTORY CONTROL

Ibafo, Ogun State | +234 8101781353 | +2349077515998, |
jacoboluwadamilare413@gmail.com

PROFESSIONAL PROFILE

Sales, Marketing, and Operations professional with extensive practical experience across sales operations, inventory control, social media management, customer service, and field marketing. Highly skilled in driving sales execution, managing customer relationships, handling requisitions, tracking stock movement, and executing impactful brand campaigns. Strong background in communication, multi-tasking, team coordination, and operational problem-solving.

CORE COMPETENCIES

- Sales Operations & Support | • Inventory Control & Stock Management | • Customer Relationship Management
- Customer Service & Issue Resolution | • Social Media Management | • Brand & Marketing Execution
- Debt Recovery & Reconciliation | • Team Coordination & Leadership | • Event & Protocol Management

PROFESSIONAL EXPERIENCE

Marketing Executive | Social Media Manager | Requisition Sales Officer | TONAD PUBLISHERS LIMITED, Ibafo, Ogun State

- Executed comprehensive marketing and sales operations to accelerate brand visibility, customer acquisition, and product movement across territories.
- Managed corporate social media channels, curating digital content to boost online engagement, brand awareness, and customer outreach.
- Processed internal and external requisitions accurately, keeping systematic logs to maintain workflow efficiency.
- Monitored daily sales records and prepared regular inventory reports to support management planning and decision-making.
- Resolved customer complaints promptly, ensuring high satisfaction and maintaining long-term client retention.
- Coordinated closely with field sales representatives to align promotional activities with overall sales targets.

- Maintained meticulous operational documentation and reconciliation records to ensure compliance with company policies.
- Contributed innovative ideas during team strategy sessions to optimize marketing channels and improve market penetration.

Debt Collector | *PALMPAY*

- Executed targeted debt recovery operations, tracking delinquent accounts and conducting systematic client follow-ups.
- Negotiated structured repayment terms with customers to recover outstanding balances efficiently.
- Resolved payment discrepancies and transaction bottlenecks while preserving professional customer relations.
- Maintained up-to-date and accurate debt collection logs, tracking daily recoveries against set targets.
- Conducted verification checks on client accounts to identify risk factors and prevent potential defaults.
- Collaborated with internal finance teams to reconcile recovered funds and update client ledger statuses.
- Delivered courteous yet firm communication across phone calls and written channels to secure prompt payments.
- Adhered strictly to company collection guidelines, compliance frameworks, and ethical standards.

Class Teacher (History & Literature) | *TEMITOPE MERIT SCHOOL*

- Designed and delivered engaging, structured lessons in History and Literature to foster deep analytical thinking.
- Assessed student academic performance through quizzes, assignments, and examinations, providing constructive feedback.
- Maintained organized classroom records, tracking attendance, behavioral progress, and grade sheets.
- Encouraged active classroom participation and critical discussions around historical events and literary texts.
- Created an inclusive and disciplined learning environment conducive to high academic achievement.
- Mentored students on effective study habits, time management, and exam preparation strategies.
- Collaborated with fellow faculty members to plan school activities, debates, and cultural events.
- Communicated regularly with parents regarding student progress, behavioral development, and academic support needs.

Marketing Unit | *BLACKHOOD NIGERIA LIMITED*

- Supported field marketing campaigns and promotional activities to expand brand reach and market share.
- Engaged directly with prospective clients during outdoor product pitches and awareness drives.
- Collaborated with team members to brainstorm, plan, and execute innovative sales strategies.
- Distributed promotional materials and collected frontline market feedback from consumers.
- Assisted in coordinating marketing logistics for corporate events and promotional roadshows.
- Tracked daily field outputs and submitted comprehensive performance reports to team leads.
- Identified emerging consumer trends and competitor activities within assigned target zones.
- Built positive rapport with community stakeholders to facilitate smoother field marketing operations.

Business & Health Sale Outlet | *GNLD*

- Promoted health and wellness products through direct sales pitches and personalized client consultations.
- Educated customers on the health benefits, proper usage, and value proposition of various nutritional products.
- Built and maintained a loyal customer base through consistent follow-ups and excellent relationship management.
- Organized small-scale product awareness meetings and health seminars to drive retail interest.
- Managed retail stock inventory, placing reorders promptly to prevent stockouts of high-demand items.
- Processed customer sales transactions accurately and maintained clean financial tracking records.
- Achieved and frequently exceeded monthly sales quotas through proactive networking and referral generation.
- Provided after-sales support to clients, ensuring high satisfaction and encouraging repeat business.

EDUCATION

FEDERAL UNIVERSITY OYE EKITI, EKITI STATE

Bachelor of Arts (B.A.), History and International Studies (Grade: 2.1) | 2016 – 2021

CIFMAN POLYTECHNIC ILARO (Affiliate of Wolex Polytechnic)

National Diploma (ND), Mass Communication | 2014 – 2016

SELECTED PROFESSIONAL DEVELOPMENT & LEADERSHIP

National Youth Service Corps (NYSC) & Community Leadership | *Owerri, Imo State / Various Projects*

- Completed mandatory national youth service program at Nekede Senior Secondary School, Owerri, Imo State (2021 – 2022), contributing to secondary education and youth development.
- Served in key operational and leadership roles across diverse Non-Governmental Organizations and community projects, including Community Development Lead, Public Relations Officer, Protocol Head, and Event Organization Host.

ADDITIONAL INFORMATION

- Location: Ibafo, Ogun State, Nigeria
- References available upon request.