

NNAMUDI NKWO A. | Lagos| 08064901380| nnamudinkwo@gmail.com

A sales and marketing enthusiast, focused on sales growth through account development, market tracking, and territory planning. Brings client relationship management, outlet-level execution, and sales and revenue reporting to keep campaigns aligned with monthly goals and shifting market demands. Supports stronger pipeline coverage by coordinating field activity, monitoring performance and adjusting action plans to improve results.

WORK EXPERIENCE

SALES DEVELOPMENT MANAGER| VIJU INDUSTRIES NIG. LTD| OCT 2022 - JUN 2026

- Analyzed trends to identify growth opportunities, increasing competitive advantage.
- Fostered relationships with key stakeholders, driving collaboration across departments.
- Increased client base by identifying new business opportunities.
- Led teams in executing business strategies that aligned with corporate objectives.
- Presenting reports to top executives, showcasing progress towards business goals.

RETAIL SALES MANAGER| BERRY MART INTEGRATED SERVICES LTD| AUG 2020 – SEPT 2022

- Developed and implemented merchandising plans to enhance product visibility and customer engagement.
- Exceeded monthly carton target from 600 to 1200 at 10 key corporate stores in Q2-Q4 2021, achieving monthly turnover of NGN 12.6 million per store, via the installation of gondola.
- Analyzed market trends and competitor strategies, developing targeted plans that drove 85% sales growth.
- Trained new sales associates on company policies, selling techniques and customer service best practices to maximize their potentials.
- Worked closely with top managements to develop short-term and long-term goals for stores, aligning objectives with the company's mission and vision.
- Addressed customer complaints professionally and efficiently.

SALES MANAGER| PEMASON PHARMACEUTICAL LTD| JAN 2017 – JUL 2020

- Collaborated with distributors, wholesalers, retailers and salons to enhance awareness of non-commercialized cosmetic products.
- Created new markets and identified unique strategies for product delivery and sales expansion.
- Achieved 100% revenue growth in Q3 2017 with a turnover of NGN 20 million.
- Led cross-functional teams to execute product launches, ensuring alignments with marketing and distribution strategies.
- Cultivated relationships with key clients, enhancing customer satisfaction and fostering long-term partnership.

- Organized regular sales meetings to review progress, share best practices, and set achievable targets for continued success.

SALES ADMIN OFFICER (Contract Staff)| *NIGERIA BREWERY PLC| MAY 2015 – DEC 2016*

- Managed sales order processing and ensured timely delivery of products to destinations.
- Coordinated communication between sales team and distribution channels to enhance operational efficiency.
- Maintained accurate records of all sales activities, allowing for efficient reporting and data analysis, to support strategic decision-making processes.
- Collaborated with marketing team to develop promotional materials for sales executives to use during client visits.
- Contributed to increased revenue by supporting crossing-selling initiatives.

RELATIONSHIP OFFICER (SME)| *STANBIC IBTC BANK PLC| MAR 2014 – APR 2015*

- Prospected bank products and services to acquire new customers and retain existing ones.
- Sourced clients to open accounts, contributing to bank's customer growth.
- Analyzed customers credit worthiness for loan facility.
- Executed quality control measures, enhancing accuracy in transaction processing and reporting standards.
- Oversaw risk management strategies, ensuring adherence to regulatory requirements and internal policies.
- Provided financial solutions to meet individual customer needs.

SKILLS

- Sales, Marketing and Commercial Strategy.
- Account planning and Pricing strategy.
- Report generation and Operation monitoring.
- Revenue and Sales forecasting.
- Territory planning and Sales performance tracking.
- Microsoft office suites.
- Customer Relationship Mgt and Partnership Relationship Mgt.

INSTITUTION ATTENDED AND CERTIFICATE OBTAINED

- ANAMBRA STATE UNIVERSITY, IGBARIAM| BACHELOR OF SCIENCE: MARKETING | 2012

REFERENCES: Available on request.