

OFOEGBU.U. NEMARIO

Ofoegbunemariou@gmail.com

08028702478, 07062996548 | Lagos Island, Ajah Nigeria

[linkedin.com/in/nemario-u-foegbu-471169360](https://www.linkedin.com/in/nemario-u-foegbu-471169360)

SUMMARY

I Am a Highly Skilled Sale and Marketing Manager With 10 Years of Success in Developing and Executing Strategies That Drive Revenue Growth and Increase Customer Satisfaction. I also possess a Proven Track Record in Negotiating and Closing Sales, As well As Maintaining Strong Relationships with Key Accounts.

CORE COMPETENCIES & SKILLS

- | | |
|---|---|
| - Analytical & Critical Thinking | - B2B Enterprise Sales |
| - Active Listening & Empathy | - Inbound Lead Generation & SEO Strategy |
| - Proven Management Skills | - Data & Automation |
| - Go-To-Market (GTM) Strategy Launch | - Sales Pipeline & Revenue Forecasting |
| - Time management | - Cross-Functional Management |
| - Microsoft Office Suite & Google Workspace | - C-Suite Negotiation & Contract Management |
| - Digital Marketing | - Conversion Rate Optimization |
-

PROFESSIONAL EXPERIENCE & CONTRIBUTIONS

CONCEPT NOVA

April 2023 – Till date

B2B Corporate Sales Maanger

- Meet critical business and corporate deadlines such as the monthly closing, reconciliation and reporting
- Responsible for full life-cycle recruiting of sales positions including developing recruiting strategies, sourcing, screening and interviewing of applicants for entry level business-to-business sales positions.
- Acts as primary point of contact for managed portfolio of accounts and builds business relationship to gain long-term commitments.
- Establishing and maintaining relationships with industry professionals in order to create a pipeline of qualified resources to support current and future organizational need

JIJI.NG (THE ONLINE MARKETPLACE)

Oct 2020 - March 2023

Senior Sales Manager

- Manages a Portfolio of Key Accounts, Generating N300m in Annual Sales and Consistently Exceeding Sales Targets By 20% Monthly
- Consistently Displays Product Knowledge Expertise in Negotiating Customer Options to Identify New Opportunities. Identifies Upsell and Cross Sell Opportunities Within Key Accounts by Leveraging Markets Data and Trends That Determines Product Behaviors in Relations to Competitive Market.
- Utilized in-depth SAP CRM knowledge to manage a robust sales pipeline, elevating conversion rates by 18%
- Collaborates With Cross-Functional Departments to Align Organization Goals with Customer Needs. Through These Collaborative Efforts, We Achieved A 30% Decrease in Churn Accounts and A 20% Growth in Returning Customers

Key account Manager

- Executed 80+ daily targeted outbound calls and virtual presentations to C-suite decision-makers, closing an average of 12million in new monthly contract value.
- Leveraged CRM analytics (e.g., Salesforce, HubSpot) to track account health, identify declining purchase patterns, and proactively deploy re-engagement phone campaigns.
- Partnered with customer success and product teams to translate feedback from phone consultations into tailored solutions, reducing account churn by 40%.
- Collaborates With Cross-Functional Departments to Align Organization Goals with Customer Needs. Through These Collaborative Efforts, We Achieved A 30% Decrease in Churn Accounts and A 20% Growth in Returning Customers

KEY ACHEIVEMENT

- **Over Top Sales Performer of the Year (2023)**
Recognized as Top Sales Performer of the Year at Jiji.ng for exceeding annual sales target
- **Customer Satisfaction Achievement**
Improved customer satisfaction scores by 22% through collaboration with operations teams to deliver service excellence
- **Service Retention Excellence (2021)**
Instrumental in architecting a service retention program that increased customer loyalty by 30% through personalized contract solutions.

EDUCATION

- **Imo State University, Owerri – Imo State (July 2015)**
Bachelor of Science (B. SC) – Environmental biology

CERTIFICATION

- | | |
|---|------|
| • Google Ads Apps Certification - Google digital academy | 2022 |
| • Grow Offline Sales Certification – Google digital academy | 2022 |
| • Udemy Project Management certificate - Udemy | 2020 |
| • Data analysis and Business analysis - ALX | 2023 |

ADDITIONAL SKILLS

- **Precision Technology Advocacy** - Keen interest in advocating for and keeping abreast of the latest developments in precision technology and measuring instruments.
- **Hard and soft skills** - Business Interpersonal Skills, Communication, Collaboration, Problem Solving, Leadership, Communication Skills, Management Skills, strategic Negotiation, Emotional Reasoning, Team collaboration.
- **Software Skills** – Microsoft Suite (word, Excel, PowerPoint), Power Bi Desktop, Google suite (Document, Speedsheet, Slides), SAP, Tally ERP 9, Adobe Editor, Pdf converter)

REFEREE

- Available On Request