

OKOLO ANTHONY OSITA

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PROFESSIONAL SUMMARY

Sales and customer service professional with a consistent record of meeting revenue targets, resolving customer objections, and converting first-time buyers into repeat business across retail environments. Skilled in product presentation, negotiation, and accurate transaction and inventory management, backed by a finance degree that supports numerical accuracy and reporting. Reliable, personable, and effective at building the kind of customer relationships that drive repeat sales.

WORK EXPERIENCE

Sales Representative | DC Phones (Phone & Accessories Retail), Ojo, Lagos

Jul 2025 - Jan 2026

- Identified sales opportunities among walk-in and prospective clients, converting enquiries into purchases while consistently meeting and exceeding monthly revenue targets.
- Followed up with prospective customers through phone calls and text messages, addressing enquiries, maintaining customer interest, and converting prospects into sales.
- Presented products directly to customers, tailoring recommendations to individual needs and using clear, persuasive product demonstrations to drive purchase decisions.
- Negotiated pricing and resolved customer objections professionally, maintaining a high standard of customer satisfaction across transactions.
- Conducted market research on pricing and product trends to inform sales approach and customer recommendations.
- Built detailed product knowledge across a wide range of phones and accessories to support accurate recommendations and cross-selling.
- Delivered after-sales support, including device troubleshooting and warranty guidance, converting first-time buyers into repeat customers.
- Managed end-to-end inventory processes, including stock receiving, regular counts, and timely discrepancy reporting to management.
- Maintained accurate daily sales records and transaction logs used for management reporting and stock decisions.

Sales Associate | LynsStyle Fashion, Awka, Anambra

Jul 2021 - Dec 2021

- Advised customers on the shop floor, supporting purchase decisions and contributing to store sales targets.
- Processed cash and POS transactions accurately, balancing the till at close of business with zero discrepancies.
- Built repeat custom through consistent customer relationships and word-of-mouth referrals.
- Managed stock levels across displays and storage, including restocking and labelling.
- Supported visual merchandising to keep the store organised and attractive to customers.

Independent Forex & Cryptocurrency Trader | Self-Directed, Remote

2022 - Present

- Manage personal trading capital with consistent risk management and disciplined, independent decision-making under real financial pressure.
- Conduct ongoing market research and maintain a trading journal to track performance and refine strategy based on data.

EDUCATION

B.Sc. Banking and Finance - Nnamdi Azikiwe University, Awka (2024)

SKILLS & COMPETENCIES

Sales & Customer Service: Product presentation, negotiation, objection handling, after-sales support, customer relationship management, upselling and cross-selling

Administrative & Reporting: Record keeping, inventory reconciliation, sales reporting, data entry, cash and POS handling

Analytical: Market research and analysis, risk management, financial data interpretation

Technical: Microsoft Word, Google Workspace, Outlook

Interpersonal: Communication, teamwork, adaptability, time management, self-motivation, reliability