

OKUNADE AOLAT ADEOLA

SALES EXECUTIVE | CUSTOMER RELATIONSHIP MANAGEMENT | BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Customer-focused sales professional with hands-on experience in sales operations, customer relationship management, product research, and business development. Skilled in identifying customer needs, recommending suitable products, developing promotional strategies, and building lasting customer relationships that encourage repeat purchases and referrals. Experienced in setting sales targets, monitoring performance, managing inventory, and using customer insights to guide sales decisions. Brings strong communication, negotiation, problem-solving, and interpersonal skills, with the ability to adapt to different customers and market environments. Fluent in English and French, with experience using digital platforms to promote products and engage customers.

WORK EXPERIENCE

Founder & Business Owner | Elle Icône

2023–Present

- Manage sales, customer relationships, product selection, and daily operations for a beauty, skincare, and women's fashion accessories business that has served over 500 individual customers.
- Generate approximately ₦159,000 in monthly sales revenue, selling close to 70 products per month while consistently meeting or exceeding established sales targets.
- Set monthly revenue and product-volume targets, plan stock quantities, and establish expected sales periods to guide inventory and sales decisions.
- Track monthly sales performance using BusinessX to monitor results against targets and inform future sales and inventory decisions.
- Build customer loyalty through personalised recommendations, product education, and after-sales support, with an estimated 90% of customers acquired through referrals and recommendations.
- Plan and execute promotional campaigns, seasonal offers, and pop-up sales, generating increased sales during promotional periods and achieving product sell-outs for selected items.
- Research products and market trends to identify items that meet customer needs, offer value, and have strong demand and repeat-purchase potential.
- Manage product promotion and customer engagement through WhatsApp Business, TikTok, and face-to-face selling, while expanding the brand's presence on Instagram and Snapchat.

Sales Assistant | Hasbinullahi Bakery, Abeokuta, Ogun State

2021–December 2022

- Assisted customers with product selection by understanding their preferences and recommending suitable bakery products.
- Processed customer payments through cash and bank transfers.
- Managed customer orders, packaged products, and coordinated delivery arrangements to support timely order fulfilment.
- Addressed customer concerns about product texture, appearance, and ingredients by listening carefully, explaining product characteristics, and helping customers identify suitable options.
- Supported daily sales activities through customer engagement, product recommendations, and efficient order processing.

LEADERSHIP EXPERIENCE

Vice President | French Department, University of Ilorin

2025/2026 Academic Session

- Coordinated departmental and intercultural events, including logistics, decorations, and collaboration with relevant stakeholders.
- Identified potential sponsors and vendors, supported sponsorship outreach, and negotiated with vendors to facilitate departmental events.
- Represented students in discussions with lecturers and alumni, communicating student concerns during seminars, symposiums, and departmental engagements.
- Hosted departmental events and supported the coordination of academic and social activities.

Public Relations Officer (PRO) | French Department, University of Ilorin

2024/2025 Academic Session

- Managed departmental announcements, publicity, and communications to promote events and encourage student participation.
- Facilitated communication between students and departmental stakeholders, helping communicate concerns and share important information.

ADDITIONAL EXPERIENCE

Online French Tutor | Online

2026–Present

- Deliver online French lessons to young learners in the United Kingdom, adapting teaching methods to their ages and learning needs.
- Communicate French vocabulary and concepts in an engaging, accessible manner to support learners' understanding and progress.

EDUCATION

Bachelor of Arts (B.A.) in French | University of Ilorin

2026 | Second Class Upper Division

High School Diploma | Catholic Comprehensive College, Abeokuta

2021

CORE SKILLS

Sales & Business Development: Sales Target Setting and Performance Monitoring; Customer Needs Assessment and Product Recommendations; Customer Relationship Management and Retention; Product Positioning and Sales Promotion; Product Research and Market Analysis; Negotiation and Persuasive Communication; Customer Complaint Resolution and After-Sales Support

Digital & Technical Skills: BusinessX — Sales and Inventory Tracking; WhatsApp Business; Social Media Marketing and Customer Engagement; TikTok and Instagram Content Promotion; Canva

Professional Skills: Communication and Interpersonal Relations; Problem-Solving and Adaptability; Relationship Building; Event Coordination and Stakeholder Engagement

LANGUAGES

English — Fluent | French — Fluent | Yoruba — Proficient | German — Basic | Spanish — Currently Learning