

OLUSHOLA ALABI

BUSINESS DEVELOPMENT | SALES | OPERATIONS

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PROFESSIONAL SUMMARY

Results-driven Sales and Marketing professional with over 4 years of experience across sales, business growth, customer relationship management, marketing, and market development. Proven ability to drive revenue growth, acquire and retain customers, develop strong distributor and retailer relationships, and expand market reach. Experienced in leading sales teams, executing market-focused strategies, identifying growth opportunities, and improving customer engagement. Seeking to leverage strong commercial and relationship-management skills in a Business Development Manager role.

CORE COMPETENCIES

Business Development & Market Expansion • Sales Strategy & Revenue Growth • Customer Acquisition • Client & Key Account Management • Distributor & Retailer Management • Partnership Development • Customer Relationship Management • Market Penetration • Sales Team Leadership • Negotiation • Target Management • Market Trend Monitoring

PROFESSIONAL EXPERIENCE

Guinness Nigeria Plc — Sales & Marketing Manager

May 2023 – Present | Mushin, Lagos State

- Lead sales and marketing activities across Mushin and surrounding markets, driving revenue growth and increased market presence.
- Develop and execute market-focused sales and promotional strategies to improve product penetration and customer engagement.
- Build and maintain strong relationships with distributors, retailers, and key stakeholders to strengthen market reach and commercial performance.
- Supervise, motivate, and coordinate sales personnel to consistently achieve monthly and quarterly sales targets.
- Identify new business opportunities and onboard new retailers to expand the customer base.
- Strengthen existing distributor and retailer partnerships to improve customer retention and market coverage.
- Achieved a 12% increase in quarterly sales revenue within the first six months through strategic promotions and effective route-to-market planning.
- Expanded the customer base by 20% through new retailer acquisition and stronger distributor partnerships.
- Monitor sales performance and market trends and provide recommendations to management to support business growth.

Star TV Company Networks — Sales Personnel

May 2022 – March 2023 | Mushin, Lagos State

- Developed and maintained strong customer relationships to improve customer satisfaction and sales performance.
- Engaged customers to understand their needs and identify opportunities to increase product and service uptake.
- Supported sales activities through effective customer engagement and relationship management.
- Developed structured record-keeping processes to improve accountability for goods and services.
- Implemented quality checks and controls to ensure products and services met required standards.

MTN Nigeria — Customer Satisfaction Officer

May 2020 – March 2022 | Isolo, Lagos State

- Managed customer feedback and resolved service issues promptly, contributing to a 20% improvement in customer satisfaction ratings.
- Implemented a customer feedback policy that increased response rates by 14% and supported improved service delivery.
- Built positive customer relationships by addressing concerns and identifying opportunities to improve the customer experience.
- Supported the improvement of customer service practices, contributing to stronger team performance.
- Used customer feedback and service information to recommend improvements to customer-facing processes.

Baptist Model College — NYSC PPA Teacher

November 2019 – April 2020 | Kaduna State

- Built strong communication and interpersonal skills through engagement with students, colleagues, and stakeholders.
- Planned and delivered structured lessons while adapting communication to different audiences.
- Evaluated performance and used feedback to improve outcomes.

EDUCATION**Bachelor of Education (B.Ed.) — 2019**

University of Ilorin, Ilorin, Kwara State

PROFESSIONAL SKILLS

- Business Development: Market expansion, customer acquisition, relationship management, partnership development and sales growth.
- Sales & Marketing: Sales strategy, target achievement, product promotion, market penetration and route-to-market execution.
- Communication: Strong verbal and written communication with customers, teams and stakeholders.
- Leadership: Experience supervising and motivating sales personnel to achieve business targets.
- Customer Relationship Management: Customer engagement, feedback management, issue resolution and retention.
- Analytical Thinking: Ability to assess sales performance and market trends and make recommendations for improvement.

REFERENCES

Available upon request.