CURRICULUM VITAE

PATIENCE BALA

Business Development Executive | Client Relationship Management | Sales Growth & Market Expansion

Abuja, Nigeria | Open to Remote & Onsite Roles
 0813 935 2724 | patience4bala@gmail.com

PROFESSIONAL SUMMARY

Results-driven Business Development Executive with proven experience in maintaining client relationships, identifying and engaging prospective clients, and supporting revenue growth across multiple industries. Strong understanding of company products and services, customer needs, and competitive positioning. Adept at lead generation, client acquisition, negotiation, CRM management, and relationship-driven sales strategies. Recognized for converting inquiries into long-term clients while consistently meeting service and sales targets.

PROFESSIONAL EXPERIENCE

Treuhand Better Design, Abuja

Business Development & Client Relations Executive
2024 – 2025

Maintained and managed relationships with existing clients, ensuring continuous engagement, satisfaction, and repeat business.

Identified and contacted potential clients through inbound inquiries, referrals, and proactive outreach via phone, WhatsApp, and email.

Presented company products and services clearly to prospects, aligning solutions with client needs and project requirements.

Supported business growth by converting inquiries into active projects and long-term client accounts.

Maintained accurate client pipelines and interaction records using CRM systems to track opportunities and follow-ups.

Monitored customer feedback and market responses to support service improvements and competitive positioning.

Collaborated with internal teams to ensure smooth project handovers and delivery, strengthening client trust and retention.

Lapour Hotels, Abuja

Business Development & Customer Engagement Officer
2021 – 2023

Actively engaged new and existing clients to promote hotel services, bookings, and offerings, driving repeat patronage.

Identified potential corporate and individual clients through inquiries and referrals, converting leads into confirmed bookings.

Built long-term relationships with guests by understanding their needs and offering tailored service solutions.

Managed customer objections and negotiations professionally, protecting revenue and brand reputation.

Collected market feedback and customer insights to support service positioning and competitiveness.

Fareast Mercantile Company Ltd, Zaria

Business Development & Sales Representative
2019 – 2021

Identified new customers and maintained existing accounts by providing product information, pricing, and after-sales support.

Supported sales growth through direct customer engagement, upselling, and relationship management.

Monitored customer buying patterns and market demand to support sales planning and stock decisions.

Tracked sales performance, customer interactions, and leads using digital tools and reports.

Supervised frontline staff to ensure consistent customer engagement and service delivery.

Akykehomes furniture House, Abuja

Telemarketer / Business Development Representative

2024

Conducted outbound and inbound calls to identify potential clients and generate qualified leads.

Presented products and services, addressed objections, and supported deal closure.

Maintained accurate lead records, follow-ups, and conversion reports.

Contributed to achieving sales and engagement targets through consistent prospecting efforts.

TOOLS & PLATFORMS

CRM Systems | WhatsApp Business | Email Sales Tools | Microsoft Office | Google Workspace

EDUCATION

Bachelor of Arts – Taraba State University, Jalingo
2017

REFEREES

Available on request.