

RICHTONY UGWU

Sales Executive | B2B Business Development | Logistics Solutions | Client Acquisition

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PROFESSIONAL SUMMARY

Results-driven Sales Executive with 8+ years developing sales plans, driving business growth, and managing client relationships across real estate, industrial/engineering equipment, logistics, telecoms, and FMCG sectors in Nigeria. Proven ability to build sales strategies aligned to company objectives, manage full sales cycles from prospecting through negotiation and closure, and coordinate cross-functionally with operations, procurement, and technical teams to protect client commitments. Experienced in market research, competitive analysis, and identifying new business opportunities to grow market share and profitability.

KEY COMPETENCIES

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| <ul style="list-style-type: none">• Outbound Sales & Prospecting• B2B Lead Qualification• Full Sales Cycle Management• Product Demonstrations (phone/video) | <ul style="list-style-type: none">• CRM Pipeline Management• Proposal & Cost-Savings Presentation• New Account Onboarding• Logistics & Multi-Carrier Platforms |
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PROFESSIONAL EXPERIENCE

Sales/Logistics Operations & Customer Solutions Coordinator | Carolina Cargo Logistics USA (Remote)
January 2026 – May 2026

- Source freight opportunities and negotiate competitive transportation rates with brokers and logistics partners.
- Coordinate freight movements by serving as the primary liaison between brokers, shippers, warehouse personnel, and truck operators.
- Coordinate 15 - 20 freight shipments weekly.
- Identify and onboard suitable carriers based on shipment requirements, route availability, and delivery timelines.
- Monitor shipments from dispatch through final delivery, ensuring timely execution and proactive issue resolution.
- Conducted outbound calls and email campaigns to qualify shipping volumes and pain points, converting leads into active accounts.
- Coordinate shipment documentation, dispatch records, and operational workflows to maintain compliance and service quality.
- Coordinated onboarding handover for new customers to operations team, ensuring smooth service activation.

Business Development Executive | The Pump House Ltd - Abuja

February 2024 – July 2025

- Developed and executed growth-focused sales strategies aligned with company objectives.
- Collaborated across, operations, and technical teams to align customer requirements with procurement and delivery schedules.
- Generated new business through targeted outbound calls and LinkedIn outreach to decision-makers real estate and construction sector.
- Qualified prospects by assessing needs and budget fit, shortening the sales cycle and improving close rates.
- Built and maintained long-term relationships with key clients to drive repeat business.
- Built and managed a healthy pipeline, regularly exceeding weekly targets for new client engagements.
- Lead sales meetings, prepare reports, and provide management with market insights



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- and revenue forecasts.
- Successfully expanded client base and increased monthly sales pipeline through targeted prospecting.

Sales/Marketing Representative (TeamLead) | JOEEDOR Concept Nig. Ltd - Abuja *April 2022 – January 2024*

- Led and supervised a sales team responsible for Airtel internet devices (5G, 4G, MiFi, SmartBox).
- Developed daily sales plans and ensured team targets were met without conflict.
- Managed a team of 8 sales representatives.
- Provided on-site installation and resolved customer complaints to enhance satisfaction.
- Consistently exceeded monthly sales targets through strategic prospecting.
- Maintained detailed CRM records of leads, conversions, and customer interactions.

Sales Representative/Consultant | Oriflame Cosmetics *November 2015 – January 2019*

- Marketed company products, driving high volume sales across multiple channels.
- Prospected and onboarded new consultants, increasing branch sales network size.
- Generated and tracked online sales orders, ensuring timely delivery.
- Demonstrated resilience handling rejection and maintained professional composure to re-engage cold prospects.
- Built and managed a team of field consultants, providing training and sales coaching.

EDUCATION

B.A. Music | University of Nigeria, Nsukka

2020

TECHNICAL & PROFESSIONAL SKILLS

- CRM Tools: experienced with pipeline tracking, lead logging, and weekly reporting
- Video Conferencing: Zoom, Microsoft Teams – comfortable conducting professional remote demos
- Communication: strong written and spoken English; confident, professional phone manner
- Productivity: Microsoft Office (Word, Excel, Outlook), Google Workspace

References available on request



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