

EBIRERI PRINCESS

Sales & Marketing Executive

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Lagos State, Nigeria.

PROFESSIONAL SUMMARY

Results driven Sales & Marketing professional with 3+ years of experience driving revenue growth, customer acquisition, and brand visibility. Proven track record of increasing sales by 30%+ through strategic marketing campaigns and client relationship management. Skilled in digital marketing, lead generation, and closing deals.

KEY SKILLS

- Sales & Business Development
- Lead Generation & Conversion
- Client Relationship Management
- Negotiation, Closing Deals & ROI Optimization

WORK EXPERIENCES

HR OFFICER - Bojetcares Services

Lagos / November 2025 - Present

- Collaborated with operations team to meet client staffing needs, improving customer satisfaction
- Maintained strong relationships with staff and clients, enhancing service delivery
- Managed workforce of 40–100+ staff across multiple sites
- Handled employee relations, resolving workplace issues effectively
- Improved staff productivity and service quality through structured onboarding
- Processed staff salaries, managed payroll records accurately and improved efficiency in staff documentation.
- Increased client satisfaction by ensuring consistent service delivery

Marketing Manager - JulsHome

Lagos / May 2024 - October 2025

- Generated over 100 monthly property leads through physical campaigns
- Increased property sales by 35% within one year
- Managed paid advertising campaigns, improving ROI and reducing cost-per-lead
- Collaborated with sales teams to convert leads into high value clients
- Conducted market research to guide marketing strategies.
- Led and supervised a marketing team of 15, ensuring timely execution of campaigns
- Ranked #1 Sales Performer for 2 consecutive months, closing high-value property deals and exceeding targets

Field Marketing Executive – 1851 group of companies.

Lagos / May 2023 - April 2024

- Delivered product presentations to potential clients, increasing customer engagement and interest
- Promoted products on behalf of partner companies, contributing to increased sales conversions
- Generated qualified leads through direct marketing and client interaction
- Conducted customer interviews to gather feedback and support market research
- Consistently exceeded sales targets and maintained high performance during campaigns
- Represented multiple brands professionally, ensuring strong brand visibility and customer trust
- Generated up to 80 leads per week Achieved 30% conversion rate.

Marketing Loan Officer - Macro Microfinance Bank

Delta state / October 2022 - May 2023

- Acquired new clients, increasing the bank's customer base through direct engagement with business owners
- Promoted loan products and assisted clients with application and documentation processes
- Generated and converted leads into active customers, consistently meeting sales targets
- Built strong client relationships, ensuring repeat business and customer retention
- Conducted basic credit assessments and supported loan approval processes
- Monitored loan repayments and followed up on outstanding balances
- Exceeded monthly targets and contributed to overall loan portfolio growth

EDUCATION

B.A Philosophy - Delta State University Abraka (2022)

Diploma in Law - Delta State University Abraka (2019)

Neco - Erhimu Secondary School Abraka (2016)

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Digital Marketing Certification – HubSpot Academy
- Content Marketing Certification – HubSpot Academy
- Fundamentals of Digital Marketing – Google Digital Garage
- Real Estate Sales & Marketing Certificate - Julshomes
- Chef - Hilda Baci Academy

AWARDS

- Entrepreneur of the year - Delta State University (2022)
- Best Sales Person - Julshomes (2024)

PROJECTS & ACHIEVEMENTS

- Owned an instagram/WhatsApp business
- Was a Remote Customer care for a brand
- Ran instagram ads campaign
- Generated leads online
- Create contents for brands
- Helped increase sales for a friend's business
- Owned a Restaurant while in school
- Organized business class for upcoming enterprenuers

ADDITIONAL INFORMATION

- Open to relocation or travel across regions
- Available immediately
- Strong communication skills
- International mindset
- Creative Writer

REFERENCE

AVAILABLE ON REQUEST