

Fauziat Lawal, Professional Business Developer and Marketer

2A Pipeline Road Gaa-Akanbi, Ilorin, Ilorin, +234, Nigeria, +2348062277422, lawalfauziat@gmail.com

Date of birth	10th April, 1986	Nationality	Nigerian
Place of birth	Ihima, Kogi State		

PROFILE

I am intelligent, passionate, entrepreneurial and result oriented with about 15 years business development and marketing experience from the hospitality, education, energy, insurance, healthcare and banking sector. My physical, mental and intellectual ability has made me contribute exceptionally in the development of the organizations where I have served and earned myself different of awards. I wish to continue my excellent team playing skills in a resourceful organization that has good corporate integrity while complying strictly with its goals and policies.

EMPLOYMENT HISTORY

Jun 2020 — Present	Manager, The Sidney Apartments	Ilorin
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- Make every effort to optimize performance and engage in activities on a daily basis that will facilitate achievement of company goal.
- Making sure people know about the hotel, its amenities and services.
- Working and making sure guests and customers want to choose the Apartment.
- Propose and implement a full suite of marketing strategies to build awareness about the Apartments and promote guest loyalty.
- Develop and oversee different types of marketing campaigns on social media, direct mail or e-mail.
- Evaluate the effectiveness of marketing campaigns and make the appropriate adjustments.
- Provide professional demonstrations or presentations of Apartment services while onsite.
- Continuously updating all prospects on service modifications, changes, and enhancements.
- Provide amenities and service quotes to customers as needed.
- Research what will appeal to guests and customers.
- Identify and qualify prospective guests and customers through research, networking, and cold-calling.
- Update and maintain guest and customer account records, including contact names and numbers for future sales.
- Assign and direct the work of all other employees in the apartments.
- Manage all employees, evaluating their performance, addressing complaints and resolving problems.
- Maintain professionalism, diplomacy, sensitivity, and tact to portray the Company in a positive manner.
- General management of the property, facilities, apartments and assets.
- Attend conferences and trade shows, where applicable.
- Manage all the spends of the apartments and safeguard the assets.
- Prepare reports of monthly facilities management, spends, sales and marketing and maintain accurate expense accounts.
- Supervise safety and quality maintenance.

Jan 2020 — April 2020 State Sales Rep, International Institute of Channel Mgt & Retailing

Ilorin

- Generating Lead Meeting or exceeding sales goals.
- Negotiating all contracts with prospective clients.
- Developing and implementing the company's business development strategies.
- Mobilizing clients for professional training programs.
- Communicating with existing clients while developing new relationships to grow the organization's revenue.
- Conducting Marketing & Sales activities within the NYSC environment.
- Participating in industry forums, client discussions, and conferences as a representative of the organization.
- Establishing and maintaining client's records.
- Answering client questions about professional certificate, price and services.
- Supporting strategic objectives by leading all marketing, business development and sales initiatives to identify and develop new accounts and maximize sales with existing accounts.
- Reporting to the Business Development Manager, attend every scheduled team meeting at appointed locations.
- Organizing trainings activities for the company

June 2017 — Jun 2020 Business Development Associate, Solar Sister International

Ilorin

Represent Solar Sister in designated region

- Recruit new Solar Sister Entrepreneurs to the network
- Train new Solar Sister Entrepreneurs in business skills, entrepreneurship skills, technical knowledge, leadership skills and agency skills using the Solar Sister methodology
- Coach new and existing Solar Sister Entrepreneur by providing guidance, support and challenge to help them build and grow their businesses
- Work alongside Solar Sister Entrepreneurs to identify opportunities
- Work alongside Solar Sister Entrepreneurs to identify solutions to their business challenges
- Work alongside Solar Sister Entrepreneurs develop long-term, well-defined goals and realistic action plans to increase their sales to new and existing customers
- Aid in the identification of new products or services for existing markets or, new markets for existing products and services
- Arrange and facilitate weekly meetings with Solar Sister Entrepreneurs in their communities
- Manage logistics for distribution of products for region, including ordering, safe keeping and distribution of product for entrepreneurs' inventories
- Process all sales transactions in accordance with Solar Sister procedures
- Maintain and update all required reports and data

- Achieve impact targets for region aligned with enterprise goals

Jun 2015 — Jun 2017

Policy Advisor, Niger Insurance Plc

Ilorin

- Meeting with clients.
- Offering specialized financial guidance and advice.
- Completing financial needs analyses.
- Creating and explaining customized plans.
- Utilizing knowledge of tax investment strategies.
- Assessing clients' financial portfolios.
- Meeting with clients.
- Offering specialized financial guidance and advice.
- Completing financial needs analyses.
- Creating and explaining customized plans.
- Utilizing knowledge of tax investment strategies.
- Assessing clients' financial portfolios.
- Analyzing clients' risk.
- Encouraging clients to invest for the future.
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- Encouraging clients to invest for the future.

Jan 2012 — Jun 2015

Longrich Biosciences, Sales Agent

Ilorin

- Seeking prospects and networks for company's product
- Selling products and keeping records of sales
- Conducting presentations and training
- Mobilizing for meetings
- Building downlines

Mar 2013 — Jun 2013

Data Clean up Agent, CNSL (MTN Nigeria)

Ilorin

- Call Network users to update personal details
- Attend to complaints
- Give advice on network problems by users
- Record complaints and report to superior

Nov 2009 — Dec 2011

Human Resource Officer, Hydrocon Consult Nig. Ltd, Gwarimpa
Abuja

Abuja

- Support the development and implementation of HR initiatives and systems
- Provide counseling on policies and procedures

- Be actively involved in recruitment by preparing job descriptions, posting ads and managing the hiring process
- Create and implement effective onboarding plans
- Develop training and development programs
- Assist in performance management processes

Aug 2009 — Nov 2009

Commerce and Computer Education Tutor, Wisdom International Ihima, Kogi State College

- Teaching students commerce and computer education subjects
- Prepare lesson notes
- Set test and exam questions
- Serve as role model in character to students
- Mark exams and report students performance

Nov 2008 — Jul 2009

Sales Executive, The then 'Finbank Plc'

Kaduna State

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Prepares reports by collecting, analyzing, and summarizing information.
- Maintains quality service by establishing and enforcing organization standards.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

EDUCATION

Nov 2016 — Sep 2019

M.Sc, University of Ilorin
M.Sc in Business Administration

Ilorin

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Mar 2005 — Aug 2008

B.Sc , University of Ilorin
B.Sc in Business Administration (Second Class Lower Division)

Ilorin

Sep 1996 — Jul 2003

Secondary School Certificate, Niomp Staff Secondary School
Itakpe, Okene, Kogi State

Okene Kogi
State

Secondary school leaving Certificate

Sep 1988 — Jul 1996

Primary School Leaving Certificate, Ruth Elthon Nursery and
Primary School

Obangede, Kogi State

Primary School Leaving Certificate

COURSES

May 2020 — Aug 2020	Proficiency Certificate in Human Resource Management, International Institute of Channel Management and Retailing
May 2020 — Aug 2020	Proficiency Certificate in Logistics and Supply Chain Management, International Institute of Channel Management and Retailing
May 2020 — Aug 2020	Proficiency Certificate in Human Resource Management, International Institute of Channel Management and Retailing
Jun 2020 — Jul 2020	Certificate in Self - Management and Stress, African Management Institute
Jun 2020 — Jul 2020	Certificate in Emotional Intelligence, African Management Institute
May2020 — Jun 2020	Certificate in Problem Solving, African Management Institute
May 2020 — Jun 2020	Certificate in Building a great team, African Management Institute
May 2020 — Jun 2020	Certificate in Performance Management, African Management Institute
May 2020 — Jun 2020	Certificate in managing Customer Relations, African Management Institute
May 2020 — Jun 2020	Certificate in Supplier selection and Management, African Management Institute
May 2020 — Jun 2020	Certificate in Motivating your people, African Management Institute
May 2020 — Jun 2020	Certificate in Coaching for Managers, African Mgt Institute
May 2020 — Jun 2020	Certificate in Speak up and Lead, African Management Institute
Mar 2020 — Apr 2020	Certificate in Personal productivity, African Management Institute

Mar 2020 — Mar 2020	Certificate in Enabling people to Perform, African Management Institute
Feb 2020 — Mar 2020	Certificate in Setting Goals for Success, African Management Institute
Feb 2020 — Mar 2020	Certificate in Communication, getting the message across, African Management Institute
Feb 2020 — Mar 2020	Certificate in Influencing Others, African Management Institute
Jun 2018 — Jun 2018	Proficiency Certificate in Business Development Skills, Solar Sister International
Jan 2009 — Aug 2009	Proficiency Certificate in Management and member Nigerian Institute of Management (NIM Chartered)
Jun 2008 — Oct 2008	Proficiency Certificate in Computer and Management Information System, University of Ilorin

SKILLS

Effective Team Leader	Expert
Excellent communication and relationship management skills	Expert
Facilitation and coaching skills	Experienced
Report writing skills	Experienced
Excellent Presentation skills	Experienced
Good time Management skills	Skillful
Target and Goal driven	Experienced
Effective negotiating skills	Expert
Effective multi task management	Skillful

EXTR A - CURRICULAR ACTIVITIES

Dec 2013 — Present	Catering,	Ilorin
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HOBBIES

Meeting people
Creative thinking

LANGUAGES

Surfing the net
Reading
Cooking
Travelling
Driving

English	Very good command	Ebira	Native speaker
Yoruba	Good working knowledge		

REFERENCES

**Professor Johnson Adeoti from University of
Ilorin**

joadeoti@gmail.com · 08035846546

Dr Orire Ismail from University of Ilorin

isorire@yahoo.com · 08032942992

Dr Edwin Anisha Chukwuma from Michael

Michael Imoudu National Institute for Labour Studies,

Ilorin

edanisha@yahoo.com · 08035041258

Dec 2019 — Dec 2019

Journals written and published

Baba Farid University,

Journal of Nursing, Punjab,
India.

Journal written by me and published internationally by Farid University of Punjab, India. Titled " Impact of personal competence on service quality in hospitals in Ilorin Metropolis"