**SANDRA EKANIYERE**

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**PROFESSIONAL SUMMARY** 

Result – Oriented and highly talented Virtual Assistant and Sales Associate with solid background in providing exceptional Customer Service, Administrative Management, Lead generation and Outbound Sales Processes. Possessed ability to develop strategic customer relationship management strategies which increase customer retention and acquisition. Experienced in providing top-notch clients support and improving workflow rate within team members. Demonstrated customer-oriented approach in achieving sales target and maintaining customer loyalty. Proven excellent communication skill which enhance team collaboration.

**CORE SKILLS**

•Consultative Sales Technique

* Telemarketing/Cold Calling
* Sales Prospecting
* Lead Generation
* Email Marketing
* Customer Relationship Management
* Strategic Negotiation
* Business Development
* Administrative Support
* Project Management
* Appointment Scheduling
* Customer Service
* Social Media Management
* Financial Management
* Online Research

**PROFESSIONAL EXPERIENCE**

**SALES AND PARTNERSHIP ASSOCIATES** – Bridge Hospitality Consult, Lagos (Remote) **August 2023 – Present**

* Business Development: Identify and pursue new business opportunities to expand our client portfolio, targeting hotels, resorts, restaurants, and other hospitality establishments.
* Partnership Management: Cultivate and maintain strategic partnerships with key industry stakeholders, suppliers, and potential collaborators to enhance our service offerings and drive mutual growth.
* Sales Strategy: Develop and implement effective sales strategies and tactics to achieve revenue targets, outlining market research, competitor analysis, and identifying key growth areas.
* Client Engagement: Build and nurture relationships with prospective and existing clients, conducting consultations to understand their needs and proposing tailored solutions.
* Proposal Development: Prepare compelling sales proposals and presentations that address client requirements, showcase the firm's expertise, and outline the potential benefits of collaboration. Negotiation and Contracting: Lead negotiations with potential clients and partners, ensuring that contracts and agreements align with the firm's objectives and meet mutually beneficial terms.
* Sales Forecasting and Reporting: Regularly analyze sales performance, generate accurate forecasts, and present progress reports to the senior management team.

**Sales Executives** – Fedex, Lagos. Nigeria **Dec 2019 -Present**

* Developed and implemented robust sales pipelines through inbound and outbound lead generation strategies as well as referrals, thereby increasing overall sales opportunities.
* Improved customer satisfaction and loyalty by crafting a customer-oriented sales strategy targeted toward potential customers.
* Researched competitors’ products, pricing, promotions, rating, and usage performance, while evaluating competitors’ strategies which help in optimizing company sales strategies.
* Acquired over 10 customers monthly through telemarketing, email marketing, referrals, and direct contacts.
* Utilized CRM systems to track sales progress and develop personalized follow-up plans for leads and customers, resulting in a 15% increase in conversion rates.
* Planned and presented sales presentations to potential customers, increasing new business acquisitions by 50%.

**Customer Service Executive** – Fedex, Lagos. Nigeria  **Nov 2018 – Dec 2019**

* Responded to customer complaints, inquires and needs via phone call, email and chat in a timely and professional manner, thereby increase customer satisfaction by 12%.
* Tracked customer complaint through the CRM tools to identify frequent complaint, while instructing concerned department to take necessary action to prevent continuous occurrence.
* Kept up-to-date with company product, policy and service, which aided provision of accurate information for customers during inquires and product complaints.
* Collaborated with sales and marketing team to develop a customer relationship management strategy that help to achieve high customer retention and new customer acquisition.
* Conducted monthly feedback survey on different products and service, which ensure continuous development of processes to achieve great customer satisfaction and retention.

**EDUCATION**

* **Bachelor of Science Accounting** – Ambrose Alli University, Ekpoma. Edo State **2015**