BENJAMIN IORKYASE

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**PROFESSIONAL SUMMARY**

I am result-driven Sales, Business Development
and Marketing Professional skilled in creating Sales and Marketing strategies/plans, Sales forecasting, Budgeting and versatile in leading successful product launches, distribution, promotions and development with exceptional ability to work with teams to market and sell multiple products/services.

**ACCOMPLISHMENTS**

**Management:** I have effectively managed and supervised sales and marketing team of twenty - one (21) direct reports and also participated in creation of sales and marketing strategies/plans and ensured operations were within budget constraints.

**Sales and promotion**: Within one year of coming on board as Territory Manager at Big Bowl Company, I achieved status as one of the top 2 Territory sales performers in the region, assisted in planning and executing trunk shows and in-store promotion events through random and detailed field visits which resulted in 30% revenue growth.

**Product development:** I led a team of twenty-one (21) direct reports to determine supply, distribution, positioning, redistribution, pricing, advertising, sales forecasts and promotional aspects for existing and successful new product launches and enhanced revenue growth through effective and efficient collection system.

**Process improvement:** I achieved revenue objective by implementing cost-cutting measures.

**Consumer research:** I effectively executed new marketing outlines based on market research data collected to reflect consumers’ interest on both tactical and strategic levels.

**Effective Communication:** I followed up and kept track of expected orders from clients as well as
correspondence from Top management on policy matters and ensured that both staff and the trade were well informed of new development affecting the market.

**Staff training: I** trained staff on basic selling skills, inventory handling, objection handling and route management in line with the Organization’s policy.

**Sales:** I increased sales value by 30% within a one-year period.

**SKILLS**

I have Excellent Leadership skills, Excellent organizational skills, Excellent Interpersonal skills, Excellent coaching and training skills, Excellent Communication skills, Excellent Needs assessments skills, Excellent Negotiation and closing skills, Competition analysis skills, Excellent Computer literacy, Excellent driving skills, Result driven with high sense of integrity.

**WORK HISTORY:**

**Regional Business Development Manager,**

**Kadick Integrated Limited – North West Region 9/2020 to date**

I am responsible for planning and implementation of Kadick Integrated Limited’s Agency banking operations within the North West Region of Nigeria. I am directly saddled with the responsibility of recruitment, training and coordination of Field Marshals whose primary duty is to prospect for and recruit targeted number of Agents for the Company and also monitor their performance to ensure that set targets are achieved. I provide weekly and monthly performance report as well as periodic market intelligent report to Top Management for decision making.

**Territory Manager,**

**Big Bowl Company Limited - Sokoto 10/2015 - 8/2020**

I was responsible for planning and implementation of sales and marketing events and programs producing the target number of customers and achievement of revenue target. I effectively increased the Company’s credibility and client awareness as well as sales volume by developing technical and non-technical sales and marketing collateral and presentations, public relations campaigns and promotions. I reviewed trade deals, files, records and other documents to obtain information and respond to requests. I worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings. I assigned tasks to associates, staffed projects, track progress and updated Top management and clients as necessary. I implemented marketing strategies which resulted in 10% growth of customer base. I achieved N250million revenue on monthly basis for the Company in the Territory by the actions taken.

**Great Brands Nigeria Limited - Abuja 11/2007 – 9/2015**

**Area Manager**

I developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and sales. I reviewed files, records and other documents to obtain information and respond to requests. I worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings. I was credited for playing key role in generating over N1billion per year in revenue. I Managed team of thirty-five (35) direct reports responsible for product optimization, redistribution, account management and sales volume and value growth.

**EDUCATION**

2002 HND in Business Management: Abubakar Tafawa Balewa University (ATBU) - Bauchi

**REFEREES:**
Mr. Olajide Rafiu, Regional Manager, Great Brands Nigeria Limited.
Phone: 08035858997.

Mr. Mustapha Ibrahim, Regional sales Manager North, Big Bowl
Company Nigeria Limited.
Phone: 08070693019

 Mr. David Terna Achaku, lecturer, federal university, Lafia.
Phone: 08065618447.