

Mustapha Ibrahim

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Usman Polytechnic Katsina, Katsina
State

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PROFESSIONAL PROFILE

Enthusiastic, knowledgeable and outgoing Digital Sales Agent bringing 2 years of experience and achievements in account development and territory growth. Adept at leveraging market and competitive research to identify new sales opportunities and devise effective sales strategies. Expertise in forming strategic relationships and retaining major accounts to grow sales channels. Skilled in lead generation, new business development and account development. By building successful connection with prospective customers by phone, email, in person and through online platforms.

SKILLS AND CORE COMPETENCIES

Adaptability and Flexibility	Active listening skills	Attention to details
Complex Problem Solving	Customer Relationship Management	Critical and Strategic Thinking
Client Service	Effective Communication	Excellent Team Player
Excellent Interpersonal Skill	Customer Relations	Time Management

PROFESSIONAL EXPERIENCE

Jan 2021- present

Digital Sales Executive

Stanbic IBTC Bank Katsina, Katsina State

- Helped customers in determining design and layout of sold and spec ads.
- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Made outbound calls to existing customers to upsell advertising packages.
- Developed sales leads and uncovered new business opportunities through prospecting and cold calling.
- Utilized effective marketing techniques to increase brand recognition.
- Prepared and delivered sales presentations to businesses to sell new advertising programs.
- Conducted market research to attract clients in new territories.
- Contacted clients in person and on telephone to obtain feedback about services purchased.

Jan 2020- Dec 2021

Assistant Lecturer

Hassan Usman Polytechnic Katsina, Katsina State

- Developed easy and open rapport with students to encourage engagement and academic progress.
- Provided letters of recommendation and other referrals to students pursuing further programs or employment.

- Supported positive image of university by being responsive and promptly responding to requests and inquiries.
- Provided constructive and timely feedback to students to advise on areas of concern and suggest improvements.
- Prepared and organized different teaching aids for use in classroom.
- Met with students during and after office hours to address concerns and offer feedback.
- Dispersed, collected and graded assignments to give detailed feedback.
- Reviewed teaching activities and identified and implemented strategies to improve student learning outcomes.

EDUCATION

Jan 2015- Dec 2019	Bachelor of Arts: Library And Information Science <i>Umaru Musa Yar'adua University - Katsina, Katsina State</i> Grade: Second Class Upper
2008 - 2013	Secondary School Certificate Exam (SSCE) <i>Government Comprehensive Day Secondary School - Azare, Bauchi State</i> Grade: Pass
2002- 2007	First School Leaving Certificate (FSLC) <i>Future Leader Nursery and Primary School - Azare, Bauchi State</i> Grade: Pass

CERTIFICATION

2020	TEFTL Professional Development Institute
2019	BLis library and Information Science
2019	Computer Certificate at UMYUK

INTEREST

Reading and Researching
 Travelling and Discoveries
 Learning new languages
 Public speaking

Referee

Available on Request