

Catherine Dianne Salo

Location: Lahti, Finland | **Phone:** +358 50 543 2790 | **Email:** cathiesalo@gmail.com
GitHub: <https://github.com/Cathysalo/Cathysalo>

A personable and adaptable client relationship and business development professional with extensive experience across multiple industries. Known for my problem-solving skills and strong ability to foster client trust, I excel at delivering innovative solutions that drive business growth and enhance customer satisfaction. With a background in account management, sales strategy, and client retention, I have a proven track record of exceeding revenue targets and improving operational efficiency. After taking time off for maternity leave, I am excited to re-enter the workforce and blend my practical business experience with technical knowledge, currently pursuing a Bachelor of Engineering in Industrial Information Technology. Fluent in English and learning Finnish, I'm eager to contribute to innovative and client-focused projects in the Finnish market.

— Areas of Key Emphasis —

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|---------------------------|------------------------|-------------------------------|
| • Sales and Marketing | • Customer Service | • Negotiation & Closing Deals |
| • Prospect Identification | • Cost Optimization | • Exceeding Revenue Goals |
| • Entrepreneurship | • Client Retention | • Complaint Resolution |
| • Research & Analysis | • Business Development | • Communication Skills |

Signature Achievements

- Originated a new service week campaign triggered an increase in sales through reduced pricing.*
- Introduced an effective discount program, enhanced customer retention.*
- Offered outstanding levels of pre- and post-sales customer service, imparted detailed product knowledge to improve client numbers by 60%.*
- Created an effective customer service policy, developed procedures which were directly attributed to the improvement of overall business performance.*

Professional Experience

Intern | Hartwall Oy Brewery Store and Visitor Centre, Lahti, Finland. Nov – Dec 2023

Worked in the brewery store and visitor center, contributing to customer service and store management tasks. Supported operations to ensure smooth visitor experiences and store functionality.

Key Accomplishments:

- Assisted in the day-to-day operations of the store.
- Delivered customer service with a focus on enhancing visitor satisfaction.

Key skills developed:

Customer service, retail management, operations support.

Founder / Courier Partner | MICA Logistics, Espoo, Finland 2020 - 2022

Key enabler in ensuring exceptional food delivery service between restaurants and customers. Led business planning and implementation to drive revenue growth.

Key Accomplishments:

- Increased revenue by 30% through strategic business execution.
- Participated in pilot feedback sessions with Wolt to enhance delivery platform profitability and serviceability.

Key skills developed: Entrepreneurship, business strategy, client satisfaction, process improvement.

Account Manager | Spark International Energy, Business Bay, Dubai UAE**2018 - 2020**

Managed client relationships and developed sales strategies to expand the customer base and increase sales.

- Boosted sales revenue by 30% through targeted customer engagement.
- Represented the organization at trade shows and conventions, strengthening the company's market presence.

Key skills developed: Sales growth strategy, client relationship management, event representation.

Sales Manager | Tech Novitas Fzco, Sharjah, UAE**2017**

Led the development and implementation of strategic business plans, expanding the company's customer base by 20%.

- Increased customer interest in new product lines through effective sales contests.
- Successfully acquired more than 50 new accounts, contributing to a significant increase in qualified leads.

Key skills developed: Market expansion, business development, client retention.

Sales Administrator | Solid Rock Music and Dance Fzco, Dubai, UAE**2015 – 2017**

Played a pivotal role in **team management** and **client acquisition**, driving business growth by actively engaging with prospects and handling customer service. Delivered strategic and operational support, often stepping in for senior management to ensure smooth operations.

- Acquired 200 new students within 12 months by pursuing aggressive sales targets.
- Proactively resolved customer complaints, enhancing loyalty and improving sales.
- Consistently surpassed targets and contributed to improved business visibility through effective marketing.

Key skills developed: Team leadership, strategic planning, customer service, conflict resolution, and marketing.

Flight Attendant | Dana Air Nigeria, Nigeria, West Africa**2013 – 2015**

Delivered exceptional **customer service** and maintained strict **safety standards** for passengers, overseeing all aspects of service and safety on board. Provided guidance to cabin crew on safety protocols and customer care, contributing to a seamless passenger experience.

- Ensured a safe, incident-free environment by adhering to health and safety standards.
- Boosted duty-free sales by actively assisting passengers with purchases.

Key skills developed: Safety and compliance, customer service excellence, communication, teamwork, and sales.

Lobby Ambassador | Elicris Place, Nigeria, West Africa**2012 – 2013**

Served as the first point of contact, creating a welcoming atmosphere and delivering top-notch **customer service**. Frequently handled **front desk** and administrative duties, addressing complex customer concerns and supporting operational needs.

- Acted as a key escalation point for customer queries, ensuring issues were swiftly resolved.
- Demonstrated flexibility by taking on additional roles, enhancing overall guest experience.

Key skills developed: Customer relations, multitasking, problem-solving, flexibility, and guest services.

Sales Representative | Paradise Boutique, Nigeria, West Africa**2011 – 2012**

Engaged in **client relations** and **sales strategy**, conducting market research to drive product sales and expand the customer base. Collaborated across departments to share insights and best practices, staying ahead of market trends.

- Built strong relationships with key clients, increasing both new and repeat business.
- Developed a personal sales strategy, achieving targets and maximizing sales.
- Represented the boutique at trade shows, showcasing products and driving customer interest.

Key skills developed: Sales strategy, client relationship building, market research, collaboration, and presentation.

Education and Credentials

Bachelor of Engineering in Industrial Information Technology

LAB University of Applied Sciences | Lahti, Finland | Expected 2028

Finnish Integration Language Courses

Completed | 2022-2023

Google Digital Marketing Certificate

Completed | [2021]

Bachelor of Science in Microbiology

University Ago Iwoye | Nigeria

Professional Development

Cabin Crew Abinitio Training (NCAA Cabin Crew License 2012) Cabin Crew Training and Aircraft

Type Ratings on ATR 42 and MD-83 (NCAA Cabin Crew License 2013) Fire Fighting Certificate

Google Certificate in Digital Marketing (2020)

References

Available upon request.