

# Samuel Boakye Ansah

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## EDUCATION

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**Grambling State University**

**Louisiana, USA**

Bachelor of Arts, Marketing

**Feb 2023 – Present**

**Opoku Ware High School, Kumasi**

General Arts

**Sept 2016 – July 2018**

## WORK EXPERIENCE

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**Trinity Solar** – Remote, USA

**Apr 2023 – May 2024**

**Sales Representative**

- Identifying and generating potential customers/prospects through lead generation activities
- Qualifying leads based on criteria like budget, authority, need, and timeline to prioritize promising ones
- Nurturing relationships with prospects through regular communication and providing relevant information
- Managing and organizing the lead pipeline, tracking lead status, and ensuring smooth handoff to sales team
- Providing qualified leads, prospect information, and supporting materials to the sales team to help close deals
- Gaining valuable market intelligence on trends, customer needs, and competitive landscape
- Tracking and reporting on lead generation activities, conversion rates, and other key performance indicators

**KlientBoost** – Remote, USA

**Mar 2023 – Feb 2024**

**Intern**

- Cold calling and building professional relationships while establishing rapport and trust with potential new clients
- Presenting proposals through video conferencing and in-person meetings showcasing company's products and services
- Configuring daily list of potential clients utilizing ZoomInfo
- Scheduling proposal meetings, follow-up calls, and closing conversation with clients
- Confident knowledge of client touch points ensuring potential clients moving through sales process
- Goal-oriented enhanced by a strong work ethic showing eager desire to conquer daily, weekly and monthly goals
- Excellent communication and organization skills exercised daily utilizing Email, Phone, Text, and Video Conferencing

**Index Solutions** – Remote

**Oct 2021 – Sept 2022**

**Data Quality Analyst**

- Updating and verifying details of numerous contacts in client CRMs from LinkedIn and other business profiles.
- Conducting in-depth research on professional contacts within our clients' networks.
- Meet volume and accuracy metrics: 400 tasks/week,  $\geq 85\%$  accuracy,  $\leq 2.0$  mins/task.
- Maintaining responsiveness to all communications via email, chat and document updates in a timely manner. Manually record tasks completed for time keeping using Spreadsheets.

**CO-CURRICULAR ACTIVITIES**

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**Grambling State University, American Marketing Association Club Member**

**Sept 2023 – Present**

- Provided mentorship to new members, assisting them in navigating the marketing and professional development world.
- Actively participated in club meetings, discussions, and brainstorming sessions to foster creativity and innovation.
- Assisted in planning and executing club activities, including fundraisers, guest speaker events, and marketing competitions.
- Engaged in marketing workshops and seminars to broaden understanding of marketing strategies and trends.

**Opoku Ware High School Business Club Club President**

**Sept 2016 – July 2018**

- Presiding over club meetings
- Delegating tasks and projects to appropriate committees
- Working with committees to ensure proper planning and execution
- Approving financial transactions and maintain records
- Developing and implement marketing strategies

**SKILLS**

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- Salesforce Customer Relationship Management (CRM) software.
- LinkedIn Sales Navigator for prospecting
- Email tracking/automation tools with Outreach
- Video conferencing software with Zoom
- Slack for team collaboration
- Spreadsheets (Google Sheets, Excel)
- LinkedIn