

# FUNSHO JAMES

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<b>Professional Summary</b>	Tenacious Sales Marketer successful at promoting products directly to prospective consumers. Exceeds targets consistently by maintaining referral pipelines and strong prospecting strategies. Stays focused and keeps revenue growing by setting ambitious targets. Skilled Marketing Specialist driven to develop successful campaigns and product marketing plans that satisfy clients and meet demanding objectives. First-rate attention to detail and creative mindset. Prepared to leverage 3 years of marketing experience to take on dynamic new role at a Bigger Company.
<b>Skills, Activities &amp; Interests</b>	<ul style="list-style-type: none"><li>• <b>Core Skills:</b> Digital marketing, Sales marketing, Content strategy, Effective communicator, Adobe photoshop CC.</li><li>• <b>Languages:</b> Full proficiency in English and Yoruba.</li><li>• <b>Interests and Hobbies:</b> Lab work, Marketing, Reading, Playing Basketball, Taking and Editing of pictures and Critical thinking.</li></ul>
<b>Experience</b>	<p><b>Sales Marketer 06/2018 – Current</b> Bess Owen, Ile Ife, Osun State</p> <ul style="list-style-type: none"><li>▪ Used marketing techniques to engage people in our products and activities.</li><li>▪ Maintained up-to-date knowledge of industry trends, consumer behaviour and competitor activity to develop effective sales initiatives.</li><li>▪ Increased following on various social media platforms through considered content strategy, enabling profitable sales.</li><li>▪ Generated numbers of new clients, by implemented confident selling techniques such as marketing.</li><li>▪ Executed successful product introductions by coordinating actions with social media, public relations and other internal teams.</li><li>▪ Worked as part of 5-person team to develop innovative branded marketing collateral for use by sales team.</li></ul> <p><b>Sales Representative 03/2020– 2/2021</b> Blissful bakery house, Lagos State</p> <ul style="list-style-type: none"><li>▪ Maximized business potential by providing excellent customer service and ensuring 100% client retention.</li><li>▪ Closely monitored weekly sales to write reports for senior leadership and streamline operational processes.</li><li>▪ Determined problem areas and resolved issues related to profitability and business objective achievement.</li></ul>

	<ul style="list-style-type: none"> <li>▪ Helped resolve client problems quickly with superior customer service.</li> <li>▪ Earned numerous recognitions for exceptional customer service.</li> <li>▪ Adapted sales techniques to specific clients and promoted products based on individualized client needs.</li> <li>▪ Enhanced marketing and sales strategies to increase profitability by 100% and develop organizational pipeline.</li> <li>▪ Utilized professional sales techniques to persuasively communicate with clients.</li> </ul>
<b>Education</b>	<p><b>Obafemi Awolowo University – Ile Ife – BSc</b> December 2021</p> <p><b>Relevant Coursework:</b> Basic Radiation Biology, Population Genetics, Animal Behaviour.</p> <p><b>Dissertation:</b> Chromosomal study of <i>Parauchenoglanis fasciatus</i>.</p>