

# CURRICULUM VITAE

**AWE PAUL ADENIJI**

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## OBJECTIVE:

Organized, detail-minded with excellent analytical skills; prefer good and conducive work environment for improved efficiency and increased productivity. Contribute positively to the company's performance and achieve the best in all assigned duties.

## PERSONAL SKILLS:

- ✓ Interpersonal analytical and creative skills
- ✓ Integrity and honesty
- ✓ Self-Motivation and target oriented
- ✓ Good interpersonal relations
- ✓ Proficiency in the use of Microsoft packages (Excel, Word PowerPoint)
- ✓ Understand SAP applications
- ✓ Excellent negotiation skills

## PERSONAL INFORMATIONS:

DATE OF BIRTH: 28 April 1985  
MARITAL STATUS: Married  
SEX: Male  
STATE OF ORIGIN: Osun State  
NATIONALITY: Nigerian

## EDUCATION INSTITUTIONS ATTENDED & DATES:

Federal polytechnic Bida, Niger State. (HND)	2008 - 2010
Federal polytechnic Ede, Osun State. (ND)	2004 - 2006
Omole Grammar School, Ikeja, Lagos	1995 - 2001

## ACADEMIC QUALIFICATION

Higher National Diploma (STATISTICS)	2010
National Diploma (STATISTICS)	2006
Senior Secondary School Level Certificate	2004

## PROFESSIONAL MEMBERSHIP/QUALIFICATION

Nigerian Institute of Industrial Statisticians (NIIS)  
Member - Nigerian Statistical Association (NSA)  
Institute for Operations Research of Nigeria. (INFORN)  
Diploma in Desktop Publishing

## **WORKING EXPERIENCE**

**FUNMILOBA GLOBAL VENTURES, Ibadan Oyo State.**

**Commercial Department**

**POSITION: Marketing Coordinator (February 2020 - till-date)**

### **RESPONSIBILITIES:**

- ❖ Development of signage and POS materials, in line with brand and corporate strategy, allocation and deployment of these materials to depot and market.
- ❖ Supports the execution of all brand activities stipulated in the portfolio plan such as New Product Launches, Product Development, Trade and Consumer Promotions etc., ensuring on time and full implementation/delivery of communication/merchandising materials for agreed programs.
- ❖ Support sales team by providing sales data, market trend forecasts, account analyses, new product information relaying customers' services requests.
- ❖ Implement marketing and advertising campaigns by assembling and analyzing sales forecasts and also prepare marketing reports by collecting and summarizing sales data.
- ❖ Accomplish organizations goals by accepting ownership for accomplishing new and different requests and explore opportunities and add values to job accomplishment

**Nigerian Bottling Company Ltd, Owerri Plant -**

**Commercial Department**

**POSITION: Area Sales Manager (March 2018 – December 2018)**

### **RESPONSIBILITIES:**

- ❖ Motivate and advise Sales Representatives to improve their performance, as well as training new sales representatives.
- ❖ Ensure Sales Representatives achieve their objectives through effective planning, setting sales goals, analyzing data on past performance, and projecting future performance.
- ❖ Ensure that the sales department works cross functionally with executives from other departments. For example, collaborating with marketing unit to generate new lead sources and expand the target customer base, or with product and research teams to make sure customer needs are met.
- ❖ Meeting with customers to discuss their evolving needs and to assess the quality of our company's relationship with them.
- ❖ Assess the strengths and weaknesses of the sales team and manage the sales program according.

**Achievements as a Sale manager:**

- ❖ Increased profits contribution by 10% in a highly competitive environment by focusing on the less price sensitive customer segments who valued service, which eliminated the need to use price as a mechanism for securing new business.

- ❖ Reduced the time required to respond to customer demand and improve customer satisfaction by providing first supply to them with the skills, knowledge authority needed.
- ❖ Created successful marketing strategies to open resulting in sales at 50% of capacity of my product in the market and this as increased the demands of our products.
- ❖ Managed 4 direct representatives and 2 representatives agency, I have able to training my direct representatives to act in the role of sale manager and also the agency in the role of direct representative by using ( *leadership and management silks*)

## **POSITION: Sales Representative (December 2012 – February 2018)**

### **RESPONSIBILITIES:**

- ❖ Creation of new accounts and activation of old ones.
- ❖ Management of key dealers and retail outlets.
- ❖ Dissemination and management of Promotions.
- ❖ Recommending credit sales to dealers and ensuring payment as at when due.
- ❖ Generation of order from Strategic Sales Depot and High-Volume Outlets.
- ❖ Utilization of Hand-Held Terminal (HHT) to capture all the activities in trade (Automation of Trade Activities).
- ❖ Following up DIFOTAI Standard and also ensuring ACA, activation of retail outlet to LOS.
- ❖ Championing of master data.
- ❖ Supervision of activities of the Third-Party Distributors' in trade.

### **Targets & Achievements –**

Best year of sales 2017 with the Target of 1,155,291 unit cases and achieved volume of 1,186,844 unit cases +2.7% above year Target and 3.35% above the year 2016

The year 2016, Volume target was 1,056,452 Unit Cases and Actual was 1,148,401 Unit Cases. This resulted to an increase of +10.01% above target. This however impacted on the total volume of the business with +8.7% above the budget for same year.

In 2015' the target/budget allocated to me was 1,030,954 Unit Cases. Actual recorded was 1,043,834. This showed an increase of 1% above the target of the year and 10.07% above 2014.

In 2014, Target allocated to me was 916,490 Unit Cases and volume achieved was 948,260 Unit Cases. This showed an increase of 3.47% over target/budget

Nigerian Bottling Company Ltd, Owerri Plant - October 2012 – December 2013  
**Commercial Department**

**POSITION: Route Sales officer**

**Responsibility includes -**

- ❖ Daily Review of Route Activity Report with the salesmen.
- ❖ Daily preparation of load request for sales routing.
- ❖ Route reconfiguration.
- ❖ Weekly Route riding and Spot checking with salesmen.
- ❖ Management of key accounts.

**Nigerian Bottling Company Ltd, Enugu Plant - October 2011 – Sept. 2012 (NYSC)**  
**FINANCE DEPARTMENT**

**POSITION: Route Settlement Assistant**

**RESPONSIBILITIES:**

- ❖ Daily confirmation of salesmen cash.
- ❖ Daily posting of all payment of dealer into the account.
- ❖ Settling of the sale-men paper and ensure that is balance
- ❖ Participate in monthly account balance.
- ❖ Reconciled the account of dealer and sale-men in other to ensure balancing.

## **ONE YEAR INDUSTRIAL ATTACHMENT**

The Guardian News Paper 2006-2007

**POSITION: ADVERT AGENT**

**RESPONSIBILITIES**

- ❖ Working as part of team to actualize the set target
- ❖ Sourcing for Advert
- ❖ Market activation

**TRAINING ATTENDED**

- ❖ Supervising Route Distribution Effectiveness
- ❖ Performance Management
- ❖ Project Management
- ❖ Personnel Management
- ❖ Basic Sales
- ❖ Situational Leadership
- ❖ Leadership Pipeline
- ❖ Crossing Organizational Boundary Reinforcing Alignment (Cobra)
- ❖ Third Party Management
- ❖ Passion to Lead

## **HOBBIES**

Meeting people and Traveling

## **REFERENCES-**

**MR. IDOWU AKINWANDE**

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