**KEHINDE ADARAMOLA CV**

**Relationship Manager**

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**PROFILE**

# A senior marketing professional with over 7 years’ experience at marketing management level having established relations in Oil and Gas, Telecoms and Banking Industries in Nigeria. A successful track record in: delivering significant improvements to the sales, diversification of business, and development of potentially viable market segments, brand awareness, development and implementation of marketing strategies for growth of market share. I am particularly passionate about Products Management, Products Development, Training and Team building. I am looking to join a company that offers long-term career prospects.

**EDUCATION**

2014 Masters of Public and International Affairs University of Lagos

2004-2008 BA English and Linguistics Lagos State University

2003 SSCE Model College, Lagos

Other Trainings

2011-2014 Customer Service and Allied Trainings Multi-Choice Nigeria

2009 Certificate in fundamentals of computers Trinity Consulting Abuja

**WORK EXPERIENCE**

**Team Lead, Mobility Oil and Gas, Lagos 2015 – present**

* Source, approach and handle up-coming projects and evaluate project requirements.
* Formalize, present and offer profitable solutions, ensure smooth closure of deals while supervising sales staff.
* Search and offer line of products to potential new corporate customers.
* Understand customer production processes and offer solutions to enhance quality, productivity or cost benefits.
* Develop sales team & dealer networks, channelize the sales and distribution and providing support. I also Organize product demonstrations, presentations to .
* Receive requests, inquiries, fill out tenders, consult dealers/customers for requirement solutions, price offers, process sale orders, and returns and coordinate with other departments through to the completion. Participation in related trade exhibitions, conferences, and industry wide meetings.
* Budgeting the yearly sales, formalize management report.
* Generated and executed sales from local as well as exports of the company for middle-east and Africa region.
* Formulate marketing strategies, plan, programs and sales promotion activities by carrying out market surveys to develop new business markets, sourced new and potentially viable products.

**Marketing Executive, Multi-choice Nigeria, Abuja 2010 - 2014**

* Diversified company’s activities to more profitable line of products and introduced new market segments.
* Formulated country specific dealer networks; brought dealers to sign up long term agreements, provided support by following-up on the sales leads by channelizing these leads to the concerned dealers coupled with price negotiations and product demonstrations, presentations to the customer to ensure completion of targeted deals.
* Received requests, inquiries, filled out tenders, dealers/customers consult, price offers, process sale orders, returns and coordinated with other departments through to the completion.
* Designed and carried out promotional campaigns, participated in related trade exhibitions, conferences, and symposium.

**Customer Relationship Executive (Retention and Product Development)**

* Contributed to the formulation and implementation of strategies necessary to acquire and sustain accounts in the commercial sector of the market
* Ensured timely resolution of customer complaints and issues
* Identified customer needs/buyer values and proactively seek to provide products/ services to meet the identified needs
* Initiated and carry out recovery action on non-performing credit facilities on assigned accounts
* End-to-end Products management and performance tracking
* Drove implementation of special projects while monitoring performance of partners
* Managed High Value Customer retention and win-back campaign
* Designed retention framework and Churn Metrics
* Identified and developed plans for implementing new business opportunities and channels
* Prepared compelling proposals, presentations, reports, business plans and other business documents.

**Marketing Executive, Nokia Care, Abuja (NYSC) 2009 - 2010**

* Managed the company’s business activities for the location.
* Developed new business accounts and managed the existing customers.
* Monitored and controlled the credit in the market and made out the recoveries.
* Reported to the manager in head office, the monthly inventory and procurement status, weekly sales report.
* Represented company in local exhibitions for related products

**Customer Care Unit/Sales Unit**

* + Offered after-sales support service, taking customer requests for onward resolution
  + Escalating technical-related difficulties for customers
  + Data entry and management of client information everyday
  + Dealer and corporate customer management
  + Follow up and follow through on all customers’ inquiries and complaints

**Internships**

**Gap-bridge Micro-finance Bank Lagos 2008**

**Funds Transfer Unit**

* Assisting in the development of systems and procedures to improve the quality and efficiency with which management information is produced
* Cash management account manager
* Raising appropriate journal vouchers relating to customer issues
* The preparation and delivery of Management Accounts and Funds transfer

**Skills include:**

Strong negotiation skills, excellent communicator, closing sales, leadership and team spirit, creative, research skills, analytical abilities.

**Hobbies and Interests**

Meeting people, writing, Golfing and travelling.

*References Available on Request*