

MAGDALENE SATI HIJAH

Ikeja, Lagos, Nigeria

Email: megsati@gmail.com | Phone: +234 703 446 1704 |

+234 703 557 6165

LinkedIn: [meg-sati](#)

PROFESSIONAL SUMMARY

A dynamic and results-driven Account Growth Lead with over 5 years of experience in B2B sales, business development, and client success. Adept at expanding revenue within existing accounts by leveraging strategic upselling, cross-selling, and data-driven CRM management. Skilled in building long-term client relationships, developing tailored growth strategies, and collaborating cross-functionally to deliver value-driven solutions. Known for emotional intelligence, strategic storytelling, and a growth mindset, with a keen ability to drive business success.

CORE COMPETENCIES

- **Account Growth & Expansion:** Expertise in identifying and capitalizing on opportunities for revenue increase within existing accounts.
- **CRM & Data-Driven Strategy:** Proficient in utilizing CRM systems to track leads, manage pipelines, and make informed decisions based on data analysis.
- **Client Relationship Management:** Skilled in fostering and nurturing relationships with key stakeholders to ensure long-term satisfaction.

and retention.

- **Strategic Planning & Execution:** Expertise in aligning account growth strategies with client objectives and business goals for sustainable outcomes.
- **Cross-Functional Collaboration:** Collaborative approach with sales, marketing, product development, and customer support teams to deliver impactful solutions.
- **Negotiation & Contract Management:** Strong negotiation skills to secure favorable terms and renewals, ensuring mutual benefits.
- **Performance Monitoring & Reporting:** Proficient in tracking account performance metrics and optimizing strategies to drive results.

PROFESSIONAL EXPERIENCE

Practical Business Development Manager

WoorerGold Cloud SpaPlus, Lagos

2020–2024

- Drove account expansion through upselling and cross-selling, resulting in a 35% increase in recurring revenue.
- Managed the entire sales cycle for long-term B2B engagements, negotiating contracts that secured sustainable, mutually beneficial relationships.

- Utilized CRM tools to track leads, manage pipelines, and analyze client data, improving strategic decision-making.
- Developed and implemented account growth strategies that were aligned with both client and business objectives.
- Collaborated with cross-functional teams to deliver value-driven solutions, leading to increased client satisfaction and retention.

Project Facilitator (Various Projects)

Warif Educational School Projects (AXA Mansard, Sony Music, Cummins West Africa, Youth Empowerment Foundation)
2022–2025

- Acted as a strategic adviser, collaborating with corporate clients to co-create workshop activations that engaged participants.
- Developed and executed strategies that resulted in a 20% increase in participant engagement per project.
- Worked closely with internal teams to ensure seamless execution and delivery of client-centric solutions.

Human Resource Administrator

Integrated Electronics Co. Ltd., Lagos
2017–2019

- Spearheaded HR process improvements, ensuring minimal disruption to operations.

- Handled sensitive employee issues with discretion, empathy, and cultural sensitivity.
- Collaborated with cross-functional teams to ensure effective communication and compliance across departments.

EDUCATION

- **Professional Diploma in Education** | MeadowHall College of Education | 2023
- **Bachelor of Arts in English Literature** | Ahmadu Bello University, Zaria | 2012

TRAINING AND CERTIFICATIONS

- **Certificate in Product Management** | Coursera (In Progress)
- **Diploma in Software Development** | SAIL Innovation LAB, Ebute-Ikorodu, Lagos State (Ongoing)

KEY TRAITS

- **Strategic Thinker:** Skilled in creating and executing effective account growth strategies.
- **Analytical Mindset:** Expert in analyzing data to uncover trends and opportunities within client accounts.

- **Effective Communicator:** Excellent verbal and written communication skills, able to engage stakeholders and convey complex ideas.
- **Collaborative Leader:** Strong interpersonal skills for building trust and fostering teamwork across diverse teams.
- **Negotiation Expertise:** Proficient in negotiating mutually beneficial terms for both clients and the organization.
- **Adaptable & Resourceful:** Able to quickly adjust to shifting client needs and evolving business priorities.

SELECTED ACHIEVEMENTS

- **Account Growth Strategy:** Increased managed accounts by 35% through strategic upselling and CRM-led lead tracking.
- **Deal Closure:** Successfully negotiated and closed complex, multi-stakeholder contracts averaging ~~N~~\$1M each.
- **Client Satisfaction:** Consistently achieved high satisfaction scores through empathetic client engagement and delivering value-driven solutions.