

# Evony Esther Wanaga

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## Professional Profile

Driven and customer-focused Salesperson with over two years of experience in technical sales, customer service, and digital marketing. Proven track record in exceeding sales targets, nurturing client relationships, and implementing strategies that boost revenue and customer retention. Skilled in consultative selling, lead generation, and leveraging CRM tools to optimize sales processes.

## Key Competencies

- **Sales Expertise:** Skilled in prospecting, lead conversion, and closing deals to achieve and exceed targets.
- **Customer Relationship Management:** Proficient in building and maintaining strong relationships with clients to foster loyalty.
- **Market Research & Strategy:** Experienced in analyzing market trends and crafting tailored sales pitches.
- **Negotiation & Communication:** Adept at presenting value propositions and negotiating contracts.
- **Team Collaboration:** Effective team player who collaborates to achieve business objectives.
- **CRM & Sales Tools:** Experienced in using tools like Zendesk and HubSpot for lead tracking and customer management.

## Professional Experience

### Technical Sales Representative & Customer Service

MGAS | Nairobi, Kenya | January 2022 – January 2023

- Achieved a 20% increase in sales by identifying customer needs and delivering tailored solutions.
- Built and maintained strong client relationships, ensuring consistent repeat business.

- Collaborated with the marketing team to implement promotional campaigns, boosting lead conversion rates.
- Provided after-sales support to address client inquiries and enhance satisfaction.

### **Sales & Marketing Intern**

Excelerate | Nairobi, Kenya | October 2024

- Assisted in identifying potential clients and pitching services, resulting in a 15% growth in new customer acquisition.
- Conducted competitor analysis to identify gaps and opportunities for growth.
- Supported the creation of marketing materials and presentations for client meetings.

### **Customer Engagement & Sales Support**

Freelance/Contract | Nairobi, Kenya | July 2023 – Present

- Generated leads through digital platforms, resulting in a 30% increase in inquiries.
- Provided personalized product recommendations, converting prospects into loyal customers.
- Managed inquiries and complaints, ensuring timely resolutions and satisfaction.

### **Education**

- **AI Augmented Professional Development Skills** – ALX | February 2024 – May 2024
- **Virtual Assistant Certification** – ALX | August 2024 – October 2024
- **Diploma in Food Science and Technology** – Nairobi Technical Training Institute | January 2018 – May 2021

### **Accomplishments**

- Consistently exceeded monthly sales targets by 15%-20%.
- Spearheaded a sales campaign that boosted revenue by 25% over three months.
- Improved customer retention by 10% through personalized follow-ups and excellent service.

### **Technical Skills**

- CRM Platforms: Zendesk, HubSpot

- Sales Tools: Predictive Dialers, VoIP Systems
- Communication Tools: Microsoft Teams, Zoom
- Data Analysis: Google Sheets, Microsoft Excel