

ADEBAYO ALEX AJAKAIYE

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Professional Summary

Dynamic Sales Executive with a proven track record at Tecvision AB, excelling in sales performance analysis and strategic development. Leveraging expertise in data visualization and customer relationship management, I have successfully enhanced revenue optimization and driven significant customer acquisition, resulting in a 20% increase in retention rates.

Key Skills

- Sales Performance Analysis
- Market Research & Competitive Analysis
- Financial & Data Analysis
- Customer Relationship Management (CRM)
- Business Intelligence & Reporting
- Forecasting & Revenue Optimization
- Sales Strategy Development
- Microsoft Excel
- SQL
- Data Visualization Tools

Work Experience

11/2021 - Current
Sales Executive, **Tecvision AB**, Sweden

- Conducts market analysis to identify sales opportunities and optimize sales performance
- Develops data-driven sales strategies, leading to improved customer acquisition and retention
- Provides sales performance reports and recommendations to management for strategic decision-making
- Collaborates with cross-functional teams to improve business processes and sales efficiency

12/2020 - 11/2021
Senior Sales Analyst, **Renmoney**, Nigeria

- Identified sales prospects and provided market data analysis to improve sales strategies
- Advised management on sales trends and customer insights for better decision-making
- Conducted data-driven market research to adjust and optimize sales campaigns

01/2019 - 01/2020
Sales Analyst, **Renmoney**, Nigeria

- Collected and analyzed sales data to support marketing and sales strategy development
- Provided sales performance reports and insights to improve revenue generation
- Evaluated competition trends to enhance business positioning in the market

11/2017 - 12/2018
Sales Analyst, **Page Financials**, Nigeria

- Evaluated, authorized, and recommended approval of commercial credit loans
- Provided financial advisory services to clients on loan repayment and investment options
- Conducted financial analysis to support credit and lending decisions

06/2015 - 01/2016
Sales Representative, **QLIP LTD**, Nigeria

- Conducted market research and gathered consumer insights to guide product development
- Designed product packaging and labeling based on customer preferences and industry standards
- Assisted in sales strategy formulation and implementation

Education

Expected in 06/2025

Higher National Diploma, Cyber Security

London School Of Planning And Management, UK

01/2022

Master Of Business Administration (MBA), Business Administration & Management

Mid Sweden University, Sweden

01/2017

Postgraduate Diploma, Business Administration & Management

National Open University Of Nigeria, Nigeria

01/2015

Bachelor Of Education (B.Ed.), Adult and Continuing Education Administration

Adekunle Ajasin University, Nigeria

Websites, Portfolios, Profiles

- www.linkedin.com/in/alexadebayo

Certifications & Training

- Business Intelligence & Data Analytics Training
- Sales Strategy & Market Research Certification
- CRM & Data-Driven Decision-Making Course

Additional Information

Strong analytical skills with proficiency in Microsoft Excel, SQL, and business intelligence tools., Passionate about sales optimization and market research for business growth., Keen interest in utilizing data-driven insights for strategic decision-making.

Languages

- English, Fluent
- Swedish, Limited Working Proficiency
- Yoruba, Native