

PAUL AKPORARHE

Experience: 5+ Years | **Availability:** Immediate

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PROFESSIONAL SUMMARY

Highly motivated and results-driven **Sales Manager & Digital Business Mentor** with 5+ years of cross-functional experience in B2C sales, market expansion, and remote digital consulting. Known for consistently exceeding sales and performance KPIs through strategic planning, lead generation, and client engagement. Adept at using **remote collaboration tools**, **digital marketing strategies**, and **business intelligence platforms** to drive visibility, customer acquisition, and scalable growth across multiple channels. Proven track record of mentoring entrepreneurs virtually, building digital-first business strategies, and excelling in distributed team environments.

REMOTE & DIGITAL EXPERIENCE

Upskill Universe — *Remote, Freelance*

One-on-One Business Mentor | *June 2021 – Present*

- Delivered **tailored virtual mentorship** and strategic consulting to entrepreneurs and small businesses across diverse sectors.
 - Designed and implemented **digital marketing strategies** that improved clients' visibility and reach by over 60%.
 - Empowered mentees to adapt to a digital-first economy using **remote tools**, including CRMs, analytics platforms, and project management software.
 - Fostered client growth mindset and resilience, ensuring long-term adoption of digital best practices.
 - Conducted training sessions and follow-ups via video conferencing, emails, and asynchronous tools (e.g., Google Workspace, Zoom, Trello).
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SALES & FIELD EXPERIENCE

Airtel Nigeria / 3Dim Marketing Ltd

Territory Sales Manager | *Ajao/Isolo* | *Feb 2020 – May 2023*

- Oversaw B2C and B2B sales operations, building and maintaining relationships with corporate clients.
- Pioneered outreach through cold calling, lead generation, and direct marketing strategies.
- Led debt recovery processes and coordinated trade receivables to maintain a healthy revenue pipeline.
- Provided weekly insights to management on **client behavior**, **competitor trends**, and potential product opportunities.
- Worked cross-functionally with internal departments to ensure timely delivery and resolution of customer needs.

Guinness Nigeria

Sales Representative | *Abuja* | *Jan 2016 – Nov 2018*

- Executed aggressive sales campaigns focused on distribution, market visibility, and local promotions.
- Consistently met targets across pricing, product placement, and territory performance metrics.
- Built local knowledge of customer preferences and behavior for better strategic targeting.

EDUCATION

Benue State University, Makurdi

Bachelor of Science (B.Sc.) – Economics | *2011 – 2016*

CERTIFICATIONS & AWARDS

- **Fundamentals of Digital Marketing** – *Google*
 - Certificate ID: K5U BRU 64C | No Expiry
 - **Hustle Academy Graduate** – *Google*
 - Certificate ID: xh39xbk2fb | No Expiry
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SKILLS & TOOLS

Remote Work & Digital Tools:

Google Workspace | Zoom | Trello | CRM platforms | Analytics Tools | Asynchronous Collaboration

Sales & Marketing:

B2C & B2B Sales | Lead Generation | Deal Closure | Product Visibility | Field Sales | Cold Calling

Digital Strategy & Mentorship:

Digital Marketing | E-Commerce Strategy | Business Development | Growth Hacking | Remote Training

Soft Skills:

Strategic Thinking | Team Coordination | Resilience Building | Customer Relations | Problem Solving

LANGUAGES

- **English:** Fluent