

ENIFENI ABIODUN MUSA

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PROFILE SUMMARY

I am a dynamic personality with valuable experience in sales, sales team management and customer relations with the ability to manage tasks and responsibilities at high value levels that guarantee excellent results.

Areas of expertise include Sales/Marketing, General Operations, Risk Management and Relationship Management. I am accustomed to Sales Management and can coordinate resources effectively to achieve targets often within stringent budgetary and time constraints.

I possess creative and innovative skills with an ability to transfer skills and work independently, unsupervised and under pressure. I am a strong team builder who leads by example and encourages participation through the development of potential.

DETAILED EXPERIENCE

Profit Center Manager Ikoyi, Personal & Business Lending Unit, Page Financials Limited: 2020 Till Date.

Responsibilities:

- Manage the team members to make sure that set targets are achieved.
- Recommends product positioning, produce business plans/proposals for all business development opportunities (new products, services and markets) and partnerships.
- Design and implement strategies to align with the company's corporate goals and objective.
- Active involvement in the development and implementation of the bank's retail transformation and growth strategy.
- Organizes necessary training programs to improve the whole sales team.
- Involved in allocation of targets as well as determining of KPI's for the sales team.
- Assists in the deployment of new product or service development from innovation through to successful implementation across each business function to enable it to become a core part of the business.
- Liaises with relevant internal departments to ensure that customer needs are met and that customer requirements are fully communicated throughout the business.

- Maintains an awareness of external factors (including competitors, government business initiatives, current and proposed legislation in relation to commercial activities) which impact the business.

**Sales Team Lead, Personal & Business Lending, Page International Financials Limited
2018-Dec 2019**

- Coordination and supervision of the supervisors as well as the sales officers when necessary.
- Contribute in strategic planning to meet targets set by the organization.
- Identifying, Recruiting and retaining of the best talents.
- Groom raw talents to become exceptional.

Sales Supervisor, Consumer Lending, Page Financials Limited – May, 2017 – December 2017

Responsibilities:

- Supervises and directs activities of sales executives to achieve set goals and targets.
- Meet and exceed expected individual targets.
- Coach team members in best practices (Time and performance management) as well as to enhance team selling skills, fraud avoidance, and product knowledge.
- Undertake other responsibilities as may be deemed necessary by the management in pursuit of the company's goals and objective.

Sales Team Lead, One Finance & Investment Limited – July 2015 – June 2016

Responsibilities:

- Sales of unsecured loans to salary earners.
- Business and strategy development.
- Manage and coordinate the daily activities of Sales Executives.
- Identification of new market to break into.
- Relationship management of new and existing customers.
- Generation of leads daily and their conversion to sales.

Marketing/Relationship Officer, Stanbic IBTC Bank October 2013 – 2014

Responsibilities:

- Acquisition of new business for the bank targeting profiled customers with a range of products.
- Sales of unsecured lending products (SME Quick and personal loans) and documentation of loan applications.

- To ensure Know Your Customer (KYC) requirements as prescribed by the bank are duly adhered to as well as all legal and compliance guidelines.
- To maintain good customer relations and enhance customer service image of the bank.
- To ensure that data confidentiality and secrecy norms of the bank are adhered to.
- Sales of sole trader's accounts to small business owners so as to enhance their business by obtaining Traders loans.
- Sales of SME, Personal and Domiciliary Accounts

Head of School, Bajo Memorial School 2012-2013

- Overseeing the day to day running of the school making sure everything needed to complete a successful learning process is provided.
- Administrative duties which include but not limited to paying staff salary, attending to parent's observations and complaints when they arise.
- Supervisory duties of the entire staff of the school.

Wamba Local Government Council | National Youth Service Corps 2011-2012

- Preparation of Payment Vouchers

EDUCATION

2010 | B.Sc Business Administration (University of Lagos)

- **Second Class Honours Degree**

2004 | Folbim High School

- **West African Senior Secondary Certificate Examination (WASSCE)**

REFERENCES

Available on request.