ADEBOLA FEMI ADERIBIGBE

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PROFESSIONAL SUMMARY

Sales and business development professional with experience in banking sales, customer acquisition, account opening, merchant engagement, retail sales, and customer relationship management. Skilled in prospecting, promoting financial products, generating and following up leads, explaining product benefits, and building client relationships. Experience includes direct sales at UBA Bank, business development at Lotus Bank, and retail sales. Seeking to support revenue growth, customer acquisition, and commercial performance.

CORE COMPETENCIES

Sales and Business Development | Customer Acquisition and Onboarding | Lead Generation and Follow-up | Client Relationship Management | Banking and Financial Product Sales | Merchant Engagement | Sales Target Monitoring | Customer Service and Retention | Product Promotion and Marketing | Negotiation and Communication | Social Media Engagement | Microsoft Office Suite

PROFESSIONAL EXPERIENCE

UBA BANK — Direct Sales Executive | July 2025–Present

- Identify and engage prospective customers to promote savings accounts and support customer acquisition.
- Conduct direct marketing and in-person customer engagement to generate leads and sales opportunities.
- Engage merchants and prospective business customers to identify opportunities for relevant banking services.
- Explain banking products and guide prospective customers through account-opening procedures.
- Follow up on leads and maintain customer relationships to support conversion and acquisition targets.

LOTUS BANK PLC — Business Development Officer | August 2024–2025

- Prospected for customers and developed new business opportunities within assigned markets.
- Promoted banking products and services, including accounts, loans, and POS solutions.
- Generated leads, followed up with prospects, and supported customer acquisition.
- Built relationships with prospective and existing customers to support business development.
- Worked toward a reported monthly target of 250 accounts.

NATIONAL YOUTH SERVICE CORPS (NYSC), KANO STATE — Liaison Officer | 2023–2024

- Coordinated communication between the NYSC office, corps members, and relevant organizations.
- Communicated instructions, updates, and important information to relevant parties.
- Supported the coordination and monitoring of corps members' activities.

SAMBEST DIGITAL WORLD — Inventory / Sales Officer | 2021–2023

- Sold cameras and related photography equipment to customers with different needs.
- Recommended suitable equipment based on customers' intended use and requirements.
- Explained product features and responded to customer enquiries.
- Supported product promotion through content creation and customer engagement.

EDUCATION

Tai Solarin University of Education (TASUED) — B.Sc. Political Science, 2021

Firm Foundation Comprehensive College — Senior School Certificate Examination (SSCE), 2015

CERTIFICATIONS AND TRAINING

- Sales and Marketing — LSCTF, Lagos
- Sales and Marketing — ICS Outsourcing
- Microsoft Office Suite
- Adobe Photoshop — Prodigy Studios

ADDITIONAL SKILLS

Customer Engagement | Sales Prospecting | Product Promotion | Social Media Marketing | Time Management | Communication | Teamwork | Business Development