ABEL MARVELLOUS OGHENERO

SALES EXECUTIVE | BUSINESS DEVELOPMENT | B2B SALES

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PROFESSIONAL SUMMARY

Sales Executive / Business Development Specialist with experience in B2B prospecting, lead generation, outbound sales, client relationship management and sales pipeline management. Experienced in identifying prospects through LinkedIn, Apollo, Twitter and startup databases; executing personalized cold outreach; qualifying opportunities; and managing CRM activity through the sales cycle. Skilled in client onboarding, account retention, stakeholder management, market research, sales reporting and customer-focused solution delivery, with a B.Sc. in Economics.

CORE COMPETENCIES

- B2B Sales & Business Development
- Lead Qualification
- Cold Email & LinkedIn Outreach
- CRM & HubSpot
- Account Management & Retention
- Sales Reporting & KPI Tracking
- Proposal Support
- Customer Acquisition
- Lead Generation & Prospecting
- Outbound Sales
- Sales Pipeline Management
- Client Relationship Management
- Client Onboarding
- Market & Competitor Research
- Stakeholder Management
- Microsoft Excel, Word & PowerPoint

PROFESSIONAL EXPERIENCE

PAN FINANCE

Sales Executive / Business Development Specialist | Jan 2026 - Present

- Generate and qualify 500+ B2B prospects monthly through LinkedIn, Apollo, Twitter and startup databases, identifying target accounts and relevant decision-makers.
- Manage the sales pipeline by tracking leads, opportunities and deals through the sales process and maintaining accurate CRM activity.
- Execute structured cold-email, LinkedIn outreach and follow-up campaigns, customizing messaging for different client segments and prospect needs.
- Build and maintain client relationships by understanding business needs, coordinating tailored solutions and supporting customer satisfaction and retention.
- Conduct market, customer and competitive research to identify new business opportunities and inform prospecting and sales strategies.
- Collaborate with management to develop and execute sales strategies aligned with company goals and market demand.
- Track sales KPIs and report pipeline activity to senior management; consistently meet quarterly sales targets and exceed targets by up to 25%.

DREAMWORKS GLOBAL LOGISTICS LIMITED
Sales Graduate Trainee Program | Jul 2025 - Dec 2025

- Completed an intensive sales and logistics training programme covering client acquisition, supply chain management and freight operations.
- Supported the account management team with client data entry, sales pipeline updates and preparation of client proposals.
- Prepared weekly client-performance reports and sales pipeline updates for senior managers to support decision-making and account planning.
- Conducted market research on competitor logistics pricing and service offerings to support sales and account planning activities.
- Acted as a liaison between clients and the operations department to track shipment status and provide proactive updates, supporting client communication and satisfaction.
- Participated in client meetings and presentations, recorded action items and followed up with relevant teams to support account retention efforts.

SELECTED SALES HIGHLIGHTS

- Generated and qualified 500+ B2B prospects monthly using LinkedIn, Apollo, Twitter and startup databases to build a consistent sales pipeline.
- Consistently met quarterly sales targets and exceeded them by up to 25% through structured prospecting, outreach, follow-up and pipeline management.
- Experienced in tailoring sales messaging to different client types, managing stakeholder relationships and supporting client retention and customer satisfaction.

ADDITIONAL SALES CAPABILITIES

- Prospecting and target-account research using LinkedIn, Apollo, Twitter and startup/business databases.
- Structured outbound communication through cold email, LinkedIn direct messaging and follow-up sequences.
- Sales pipeline organization, opportunity tracking, CRM updates and KPI reporting for management visibility.
- Client needs analysis, relationship development and coordination with internal teams to support tailored solutions.
- Market and competitor research to identify opportunities, understand customer needs and support commercial decision-making.

TOOLS & PLATFORMS

CRM & Sales: HubSpot, CRM, sales pipeline management

Prospecting: LinkedIn, Apollo, Twitter, startup databases

Productivity: Microsoft Word, Excel and PowerPoint

EDUCATION

B.Sc. Economics

Federal University Oye-Ekiti, Ekiti State | 2017 - 2021