MOYOMOLUWA OLUWAFELAMI FALADE

SALES REPRESENTATIVE | BUSINESS DEVELOPMENT | CUSTOMER RELATIONSHIPS

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PROFESSIONAL SUMMARY

Sales and customer relationship professional with 5+ years of hands-on experience in product sales, customer engagement, prospecting and sales follow-up, alongside more recent business development and appointment-setting work for service-based businesses. Experienced in managing day-to-day sales activity for a fashion retail brand, understanding customer preferences, recommending suitable products, responding to enquiries and maintaining relationships from first contact through purchase. Confident communicating by phone, social media and live chat, handling objections, qualifying prospects, tracking leads and coordinating next steps. Brings a customer-focused approach, commercial awareness and consistent follow-through.

CORE COMPETENCIES

New Business Prospecting & Lead Generation • Sales Conversations & Customer Conversion • Customer Relationship Management • Product Recommendations & Needs Discovery • Sales Follow-Up & Lead Nurturing • Objection Handling & Persuasive Communication • Customer Enquiries & Complaint Resolution • Sales Pipeline & CRM Management • Appointment Setting & Calendar Coordination • Client Onboarding Coordination • Social Selling & Digital Customer Engagement • Sales Activity Reporting

PROFESSIONAL EXPERIENCE

Appointment Setter & Outbound Sales Specialist | Freelance / Upwork & Direct Clients | December 2025– Present

- Generated and engaged prospective customers through outbound outreach across social media and phone channels, opening conversations, identifying needs and developing sales opportunities.
- Conducted inbound and outbound calls to answer questions, explain services, understand customer requirements and guide prospects toward relevant next steps.
- Used consultative, discovery-led conversations to establish fit, communicate value, address concerns and respond to objections without making interactions feel scripted or pressured.
- Qualified leads against client-specific criteria and secured appointments for sales consultations, coaching sessions and other service discussions.
- Maintained momentum through timely follow-ups, appointment confirmations, rescheduling and no-show recovery, helping reduce gaps between initial interest and the next sales conversation.
- Responded to customer questions through Instagram, Facebook, live chat and support-ticket channels, escalating issues outside the assigned remit with clear context.
- Kept accurate lead and customer records in GoHighLevel, HubSpot and Google Sheets, tracking conversations, follow-up actions, appointment status and outcomes.
- Provided clients with regular activity updates and reports to support visibility into outreach and pipeline progress.

Sales & Customer Relations Lead | Styleova Naija | 2021 – Present

- Oversee sales-related activities for a fashion retail business, engaging prospective and existing customers and helping move enquiries toward purchase.
- Build rapport with customers, ask relevant questions about preferred styles, colours and fit, and recommend suitable products based on individual preferences.
- Manage customer conversations and sales follow-ups across social channels, responding to product questions, clarifying options and keeping interested buyers engaged.
- Support the customer journey from initial enquiry through product selection and purchase confirmation, maintaining clear communication and a positive buying experience.
- Contribute to promotional and gifting campaigns by coordinating product selections and creator collaborations designed to increase product visibility, customer interest and enquiries.
- Use customer feedback and recurring questions to inform product communication, recommendations and future promotional activity.

Outreach Specialist | Exponential Oaks | Jan 2026 – Nov 2026

- Identified independent home-service businesses in the agency's target market and initiated personalised conversations with business owners through social media.
- Assessed initial business fit, built rapport and introduced the agency's free website-audit offer to relevant prospects.
- Qualified interest, coordinated bookings with the agency founder and maintained clear lead records and follow-up status.

Outreach & Lead Coordination Assistant | D1 Training East Nashville | August 2026 – October 2026

- Completed 120+ hours supporting a coach-led training facility through local prospect outreach, lead tracking and handoffs to the sales team; received a 5-star rating.
- Engaged prospective members, responded to initial questions and communicated the value of a complimentary training session.
- Tracked conversations, follow-ups and booked sessions in a shared tracker, helping maintain organised lead records and timely next steps.
- Suggested process improvements that shortened the path from first message to visit.

Appointment Setter / Recruiting Outreach | Frontier Financial | March 2026 – April 2026

- Prospected on Instagram and LinkedIn to identify and engage potential sales representatives for an independent life insurance agency.
- Initiated personalised conversations, explored candidates' experience and interest, and communicated the opportunity and recruitment process.
- Qualified prospective candidates against agency criteria, responded to initial objections and arranged recruiting calls with suitable prospects.
- Maintained consistent follow-up and kept the agency informed about pipeline activity; received a formal recommendation letter.

Administrative Assistant | Oris Global Properties | August 2025 – November 2025

- Supported daily administrative workflows, client communication, scheduling and lead management within a real estate environment.

- Organised digital information and follow-up workflows to support timely responses to prospective property clients and a coordinated client experience.

Sales & Customer Engagement | Oge by Farah | 2022 - 2024

- Supported customer-facing sales and service activity, communicating with customers, responding to enquiries and helping them understand available products or services.
- Built positive customer interactions through attentive communication, practical assistance and follow-through on customer needs.

Brand Manager | JB Lagos | April 2024 – July 2024

- Supported customer communication, social media engagement, brand visibility and promotional activities.
- Coordinated day-to-day brand and administrative tasks while supporting customer outreach and marketing initiatives.

TOOLS & PLATFORMS

GoHighLevel (GHL) • HubSpot • Salesforce • Apollo.io • iClosed • Google Workspace • Google Sheets • Instagram • Facebook • LinkedIn

EDUCATION

B.Sc. Mass Communication | Ajayi Crowther University, Oyo, Nigeria | 2022
National Youth Service Corps (NYSC) | 2023

REFERENCES

Professional reference available upon request.