# OKPARA OKWUCHI AGNES

**Sales & Marketing Professional | Customer Relationship Management | Lead Generation**
**Lagos, Nigeria**
**Tel: 0706 343 8800 | Email: agnokwy@gmail.com**

## PROFESSIONAL SUMMARY

Results-driven Sales and Marketing Professional with 7+ years of experience across sales, customer relationship management, financial services, real estate, and client support. Experienced in lead generation, customer acquisition, sales conversion, client follow-up, relationship management, and achieving sales targets. Generated over 50 qualified leads monthly and achieved 120% of assigned sales targets. Strong communicator with proven ability to identify customer needs, promote products and services, build lasting client relationships, and contribute to business growth.

## CORE COMPETENCIES

- Sales & Marketing
- Lead Generation & Prospecting
- Customer Acquisition
- Customer Relationship Management
- Sales Conversion
- Client Follow-up & Retention
- Digital & Social Media Marketing
- Product Promotion
- Negotiation & Communication
- Market Research
- CRM Management
- Sales Reporting
- Customer Service
- Business Development
- Google Workspace & Microsoft Office

## PROFESSIONAL EXPERIENCE

### SALES & MARKETING REPRESENTATIVE

Greenfield Properties, Owerri
January 2021 – December 2023

- Promoted residential and commercial properties to prospective clients.
- Generated leads through direct marketing, referrals, networking, and social media.
- Identified clients' property needs and recommended suitable property options.
- Conducted client follow-ups, enquiries, and property inspections.
- Built and maintained strong relationships with prospective and existing clients.
- Assisted with sales negotiations and supported clients throughout the property sales process.
- Participated in marketing activities designed to increase property visibility and generate sales.
- Maintained records of prospects, enquiries, and client interactions.

**SALES & MARKETING REPRESENTATIVE**
**Hududullah Micro Crediting Company, Ikoyi, Lagos**
February 2023 – December 2025

- Generated 50+ qualified leads monthly through prospecting, referrals, and direct marketing.
- Achieved 120% of assigned sales targets through effective sales and customer engagement strategies.
- Identified customer needs and recommended suitable financial solutions.
- Built and maintained strong client relationships to improve customer retention.
- Managed customer information, prospects, and sales activities using CRM tools.
- Conducted regular client follow-ups to improve satisfaction and encourage repeat business.
- Used effective communication and negotiation skills to convert prospects into customers.
- Prepared sales reports and provided feedback to support business growth and performance improvement.

**ADMIN OFFICER**
**OBEDJOE Bureau De Change (BDC), ASPAMDA Trade Fair Complex, Lagos**
June 2017 – December 2021

- Managed foreign exchange transactions accurately and professionally.
- Provided customer service and maintained strong client relationships.
- Communicated exchange rates and available financial options to customers.
- Supported sales growth through effective customer engagement and service delivery.
- Monitored market trends to support competitive pricing and business decisions.
- Maintained accurate transaction, customer, and sales records.
- Ensured compliance with company policies and financial regulations.
- Collaborated with team members to achieve operational and business targets.

**VIRTUAL ASSISTANT**
**Cronnitech Limited**
May 2025 – Present

- Manage emails, schedules, customer enquiries, and administrative tasks.
- Support client communication and follow-up activities.
- Organize business records, documents, and reports.
- Perform data entry and maintain accurate customer information.
- Support business operations through effective communication and coordination.
- Use digital tools to improve organization, productivity, and remote collaboration.

**EDUCATION**

**Michael Okpara University of Agriculture, Umudike**

Bachelor of Science (B.Sc.) – Computer Science

**CERTIFICATION**

Virtual Assistant Certification – SkillHer Enterprise, 2026

**TOOLS & PLATFORMS**

- Google Workspace – Docs, Sheets, Calendar, Gmail
- Microsoft Office – Word, Excel
- CRM Tools
- Trello
- Slack
- Google Chat
- Canva
- AI Tools for Marketing, Flyer Design & Social Media Content

**PROFESSIONAL STRENGTHS**

- Excellent communication and interpersonal skills
- Strong sales and persuasion abilities
- Customer-focused approach
- Self-motivated and target-driven
- Strong organizational and multitasking skills
- Ability to work independently and remotely
- Fast learner and adaptable to new tools
- Reliable and detail-oriented

**REFERENCES**

**CHRISTIAN MBAEBIE**

CEO, Cronnitech Limited

09052391204

**IKENNA OKPARA**

Scientific Officer, Ministry of Water Resources, Imo State

08066774344