EDIMA INYANG

SENIOR SALES MANAGER ● DUBLIN, D15 EW64, IRELAND ☎ 0899619596

● DETAILS ●

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● LINKS ●

LinkedIn

● SKILLS ●

Analytical Skills

Building Relationships

B2B Sales

Client Issue Resolution

Communication and Presentation

Customer Relationship Management

Customer Support

Industry Trends & Sales Forecasting

Marketing and Sales

Microsoft Excel

Strategic Planning

● HOBBIES ●

Traveling
Hiking
Reading
Blogging

👤 PROFILE

- Experienced assistant sales manager with over three years of managerial responsibilities in B2C and B2B sales and marketing in a fast pace environment.

- Certified digital marketing professional with proven track records of successfully growing business revenue and exceeding sales targets.

- Analytically skilled to interpret aggregated customer data and demographics from CRM system and in-house BI tools using insights to influence sales performance, track conversions, and other KPIs. Evaluate metrics, analyze commercial findings, design trade reports, and present results to the executive management team.

💼 EMPLOYMENT HISTORY

Assistant Sales Manager at SWAROVSKI, Dublin
Mar 2019 — Present

- Collaborate with the UK team to plan and implement marketing strategies to achieve monthly and yearly sales targets for our audience market.
- A business leader serving as a beacon of the Swarovski's customer-centric values and behaviors to a team of 10 people, train new recruits on company products and customer satisfaction.
- I build long-term relationships with major client accounts delivering a premium experience and customer service to top tier accounts. Resolve customer concern in a fast and efficient manner, proactively advocating customer preferences to the production team.
- I use daily data-generated trade reports and in-house retail research to prioritize resources during peak business hours; measure sales performance versus our internal metrics and harness sales team strengths to drive better performance.

Sales and Marketing Supervisor at SWAROVSKI, Dublin
Oct 2017 — Mar 2019

- Enhanced sales team competence by delivering training on consultative selling techniques, sales funnel and customer service; handled procedural queries of less experienced team members.
- Led and motivated the sales team to exceed the 2018 revenue target by 55% of projected quota; actively tracked team key performance indicators gave regular face-to-face feedback to team members and guided said team members through corrective actions for better performance and personal fulfillment.
- Recruited new employees and mentored them through their onboarding phase on company policies, culture, and customer service best practices.

Data Entry Specialist at MoneyGram International, Dublin
May 2017 — Oct 2017

- Collected prepared and uploaded local submissions to the internal CRM system for record and analysis purposes. Populate payment and sales data to support the in-house database system and BI decision-making tools. Ensured data quality and rectified inconsistencies and errors in the data sources.
- Troubleshoot inaccuracies and delays in our data pipelines by reviewing and modifying our ETL codebase; escalated any adamant system errors to the back-end support team.
- Took ownership of administrative duties by writing various reports; maintaining logs of all activities; and attending meetings to discuss team progress and Data-related projects.

Concessions Manager at DEBENHAMS, Dublin
May 2016 — May 2017

- Led a team of 12 people to achieve the highest sales target on the regional level and customer conversion growth by 40%.
- Trained team members to recognize value creation opportunities and use up-sell and cross-sell skills to meet KPI metrics and sales targets.
- Facilitated monthly inventory delivery with demands and merchandising team to replenish concession stock profiles based on bestseller products.
- Consistently increased sales in UK/I region above projected sales target and grew 80% customer loyalty base.
- Analyse consumer, sales data in MS Excel data analysis tool – discovered patterns, provided actionable insights and presented results in PowerPoint.

Technical Support Specialist at Enemas Resources Limited, Lagos
Jan 2015 — Apr 2016

- Provided system support to sales and account departments; assisted users with server and computer system updates of new software and programs.
- Troubleshoot software and hardware by executing programs in a test environment; debugging syntax and logic errors.
- Monitored IT infrastructures by tracking the performance of enterprise systems; checking system logs to detect any problems, and scheduled and performed necessary maintenance to ensure no system downtime.
- Maintained vendor software applications by assisting with the installation of new software and upgrades; performing retrofits to modified vendor programs; testing changes; and conducting system backups.

Sales Consultant at DEBENHAMS, Dublin
Oct 2013 — Dec 2014

- Product demonstration and presentation to clients in an engaging, and consultative manner.
- Significantly improved selling and negotiation skills, regularly converting customers from the first point of contact to close the sale. Personally, billed over €185k revenue of year's sales quota since starting position.
- Resolved customer concerns in a fast and efficient manner, proactively advocating customer needs to the management and logistics team.

EDUCATION

MSc, Information Technology, Dublin Business School, Dublin
Sep 2013 — Nov 2014

BSc, Computer Science, Ternopil State Ivan Pul'uj Technical University, Ternopil'
Oct 2009 — Jun 2013

REFERENCES

References available upon request

COURSES

Professional diploma in Digital Marketing, Digital Marketing Institute
Feb 2020 — Jul 2020

Data Analysis Using Microsoft Excel, Rice University
Jan 2018 — May 2018

Digital Marketing and Media, GOOGLE IAB
Jan 2019 — Jun 2019