

EKOM ESSIEN

 Metro Manila, Philippines

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 [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Results-driven **Sales Specialist** with over **five years of experience** in **B2B and B2C sales, lead generation, and client relationship management**. Proven track record of **exceeding sales targets, negotiating deals, and optimizing sales pipelines**. Skilled in **consultative selling, cold calling, appointment setting, and CRM management (Salesforce, HubSpot, Zoho)**. Adept at developing strong customer relationships and identifying revenue opportunities to drive business growth.

CORE COMPETENCIES

- ✓ Sales & Business Development
 - ✓ Lead Generation & Prospecting
 - ✓ CRM Management & Sales Analytics
 - ✓ Client Relationship Management
 - ✓ Cold Calling & Appointment Setting
 - ✓ Negotiation & Closing Deals
 - ✓ Sales Pipeline & Performance Tracking
 - ✓ Strong Communication & Presentation Skills
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PROFESSIONAL EXPERIENCE

Sales Specialist

Accessories | January 2022 – July 2024

- Managed the **entire sales cycle**, from lead generation to closing deals, exceeding targets by **120%**.
- Conducted **cold calls, warm outreach, and LinkedIn prospecting**, generating **150+ qualified leads per month**.
- Maintained **strong client relationships**, leading to a **95% customer retention rate**.
- Optimized **CRM workflows (Salesforce & HubSpot)**, increasing efficiency by **20%**.
- Developed **personalized sales strategies**, improving customer engagement and conversion rates.

Sales Representative / Appointment Scheduler

GNet Resource | January 2019 – September 2021

- Handled **100+ outbound and inbound calls daily**, scheduling high-quality sales appointments.
- Increased **appointment attendance rate to 98%** by implementing structured follow-ups and reminders.
- Assisted in **sales presentations and proposals**, supporting the closing of key deals.
- Managed and updated **CRM databases**, ensuring accurate tracking of leads and prospects.

Marketing Specialist

Coca-Cola plc | January 2017 – December 2018

- Developed targeted marketing strategies, contributing to a **10% market share increase**.
- Managed a **database of 5,000+ customer contacts**, optimizing outreach campaigns.
- Conducted **market research and competitor analysis** to identify growth opportunities.

EDUCATION

 **Bachelor of Science in Marine Transportation** – University of Perpetual Help System, Philippines (2021)

 **Diploma in Computer and Information Science** – Georgia Institute of Technology (2022)

CERTIFICATIONS

 **Certified Sales Professional (CSP)** (2023)

 **Salesforce CRM Certification**

 **HubSpot Inbound Marketing Certification**

TECHNICAL SKILLS

◆ **CRM & Sales Tools:** Salesforce, HubSpot, Zoho, LinkedIn Sales Navigator


◆ **Prospecting & Outreach Tools:** Outreach.io, Apollo.io, ZoomInfo

◆ **Productivity & Communication:** Microsoft Office Suite, Google Workspace, Slack

ACHIEVEMENTS

 **Exceeded 130%+ of sales quotas** for six consecutive quarters.

 **Increased lead conversion rates by 30%** through improved outreach strategies.

 **Recognized as "Top Performer"** in sales and client relationship management (2023).

LANGUAGES

 English – Professional Proficiency