

Peter Fakunle

(613) 501-4385

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Strategic Planning | Marketing | Communications

Commercially driven self-starter with more than five years of experience developing partnerships, businesses and working in a marketing and client service delivery focused environment with multi-million-dollar brands like Bell Canada, Unilever and Hayat Kimya. I have developed and worked within exceptional teams in multinational companies internationally (on three different continents) and locally with an emphasis on delivering strategy, client service and communications strategy. I excel at generating and analyzing data to identify opportunities for investments and business partnerships. Adept at achieving robust revenue growth targets. Currently enrolled in a Business Analysis and Construction Essential courses part time.

PROFESSIONAL HIGHLIGHTS:

- Managed business partnership with dealers and key accounts to drive over \$4.3M in revenue for Hayat Kimya in less than a year a 21% increase over previous year, by coordinating stakeholder relationship management and directing 22-member team dedicated to improving data analysis on several project executions.
- Top 5 out of 46 Sales Managers in revenue growth – 2 consecutive years.
- Recruited over 14 distributors, designed and implemented business operations to increase market share in different regions across Nigeria.
- Earned consistent promotions at Unilever based on continual success managing, designing, implementing and executing business processes on multiple projects with varying impressive results.

CORE COMPETENCIES:

- Research and Analysis
- Information Management
- Relationship Management
- Personnel Development
- Customer Development
- Key Account Management
- Partner Business Management
- Marketing and Sales Strategy
- Business Operations
- Market Forecasting
- Team Building
- Business Communications
- Customer Service
- Fluent in English and Yoruba
- Team Management

PROFESSIONAL EXPERIENCE

SALES AND MARKETING AGENT

11/2021 – 2/2022

ACCENTURE. OTTAWA <https://www.accenture.com/ca-en>

- Contacted new and existing clients (Agencies or Advertisers) via telephone, chat and email on a daily basis, identifying sales opportunities and providing 8 businesses on average daily with the best solution for their goals.
- Managed a portfolio (book of clients) of SMB clients helping them realise maximum value per dollar spent on Facebook Ads.
- Improved client's experience by driving optimal and appropriate product adoption.
- Leveraged successful case studies to reinforce best practices and help advertisers improve value of money invested.
- Used a variety of tools to be able to properly communicate and drive Advertiser's business to success.
- Drove Sales and marketing opportunities on social media channels (Facebook and Instagram).

BUSINESS DEVELOPMENT EXECUTIVE

7/2021 – 10/2021

NOTE – Contract Employment

ADEXFLOW INTERNATIONAL SOFTWARE INC. OTTAWA <http://www.adexflow.com/>

- Generated leads through LinkedIn outreach and brand awareness within the defence and marine industry.

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- Worked on website design and development.
- Qualified leads through research, insight and knowledge gathering.
- Drove sales with account management skills, sales ability and an exceptional customer focus.
- Developed and presented the Adexflow value proposition in a relevant and compelling manner.
- Provided consultative guidance on working with the government.
- Built detailed engagement and success plans for business expansion.

CUSTOMER SERVICE AND SALES MANAGER.

6/2020 – 8/2020

NOTE – Employment impacted by COVID

OSL RETAIL SERVICES. OTTAWA www.oslrs.com

- Top 20 out of over 200 account executives in customer service and sales training sprint.
- Managed a team of representatives answering over 100 inbound and 50 outbound calls on average daily for Bell Canada.
- Trained representatives to verify client's identity before providing information on account.
- Handled technical solutions remotely to assist IT team by being the first responder to troubleshoot and resolve any issues arising while ensuring timely fix of escalated technical issues with working tools of my team members.
- Handled escalated issues with unhappy clients by Identifying concerns, empathising and deescalating situations.
- Analysed and resolved client inquiries and concerns, probing and gathering information to help with personalised solutions. Suggested additional or new products and services by upselling and cross selling.
- Team training on breaking down billing information such as charges, credits, prorated fees, interest fees and features of products including their benefits.

ACCOUNT EXECUTIVE.

2/2020 – 5/2020

OSL RETAIL SERVICES. OTTAWA www.oslrs.com - Worked as a Bell Authorised Account Executive.

- Using Salesforce, I acquired new accounts for residential services by proposing needs-based whole home entertainment, internet and security solutions through proactive and engaged sales routines contributing to a regional achievement of 43% pan Canada with the Bell Ontario team in the 1st quarter of 2020.
- Ensured highly rated customer service to clients, by providing complete transparency about company pricing and products, including timely follow up to ensure each client was fully satisfied with their services.
- Analyzed existing client complaints by asking probing and purposeful questions and directing their concerns to the appropriate department for resolution.

TERRITORY MANAGER.

12/2017 – 12/2019

HAYAT KIMYA. ABUJA FCT NIGERIA www.hayat.com.tr

- Implemented marketing and sales routines that resulted in \$4.3M CAD in revenue, a 21% increase over previous year, by coordinating stakeholder relationship management and directing 22-member team dedicated to improving data analysis on several project executions.
- Instrumental in development of a Centralized Distributor Management System (CDMS) to manage customer sales.
- Developed and executed more efficient working engagement plans to ensure 35% return on working capital for business partners.
- Liaised with trade partners to accomplish target objectives by restructuring operations of their field sales team, developing and leveraging relationship with wholesalers resulting to improved sales growth of \$364K CAD on average each month.
- Analyzed corporate data to identify needs assessments and gap analysis for the territory and directed the sales team to fill the gaps resulting to improved retailer customer base distribution by 45%.

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FIELD SALES MANAGER.

3/2016 – 2/2017

UNILEVER. NASARAWA NIGERIA www.unilever.com

- Using LeverEdge CRM, I conducted market visits with the sales representatives to make sure market routes are adhered to and trained them on effective sales negotiation, customer relationship management, marketing and distribution.
- Trained, supervised and developed 12 sales representatives, 7 brand ambassadors and several back-room staff members to handle multiple projects leading to stellar customer service to achieve an annual revenue of \$1.3M CAD.
- Prepared, scheduled and executed market routes, while designing point of sale materials and customer management programs alongside customer development team resulting to sales growth of 26% between March and August over same period year over year.

MODERN TRADE ACCOUNT EXECUTIVE.

11/2015 – 2/2016

UNILEVER. LAGOS NIGERIA www.unilever.com

- Assessed payment history of key accounts; categorising them on prompt payment and defaulters to determine their credit worthiness (increasing and reducing credit where necessary) thereby mitigating risk and creating a more sustainable business partnership for the distributor.
- Identified market gaps within the territory and served as benchmark supplier to outlet managers while managing key accounts and developing efficient Joint Business Plan to reflect untapped market potentials.
- Collaborated with marketing department to design promotional strategies, layout, and assortment as an integral part of store management resulting to increased product visibility and shelf off-take.

TERRITORY EXECUTIVE - GENERAL TRADE.

11/2013 – 11/2015

UNILEVER. LAGOS NIGERIA www.unilever.com

- Launched range of personal care category products, delivering over \$430k CAD in sales from assigned territory in less than 8 months.
- Demonstrated leadership skills by training, managing and supervising team members to achieve improved sales volume, product visibility and increased market value, leading to improved customer relationships.
- Analyzed and solved customer complaints and concerns while ensuring distributors were kept well supplied and that market conditions sustained profitability.

EDUCATION

Master of Arts in Global Affairs, University of Buckingham, Buckinghamshire, UK, 2012

Bachelor of Science in International Law and Diplomacy, Babcock University, Nigeria, 2009