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# Brenda Rita Alagala

## Customer and Sales Manager

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Badore Ajah, Lagos State, Nigeria

Results-driven professional with 9+ years of experience in customer service, sales, document control, and project management. Proven track record of exceeding targets, building strong client relationships, and driving operational excellence. Skilled in data analysis, strategic planning, team leadership, and utilizing industry-standard software tools. Seeking a managerial role to leverage expertise and contribute to ambitious business goals.

## SKILLS

Customer Service Management

- \* Sales & Business Development
- \* Document Control & Management
- \* Project Management
- \* Data Analysis & Reporting
- \* Relationship Building & Negotiation
- \* Team Leadership & Collaboration
- \* Communication & Presentation Skills

**Software Proficiency:** Salesforce, HubSpot, Zendesk, Asana, Microsoft Excel, Google Sheets, Google Workspace, Squaretalk, Zoho, Rasayel, Trello, Canva.

## EXPERIENCE

**Nairabet(Brandstar), Lagos Nigeria** - *Customer Service Manager*

Jan. 2024 - PRESENT

\* Key Achievements:

\* Increased customer satisfaction by 70% through improved training and process optimization using Microsoft, Zendesk, Salesforce, FSB and Squaretalk.

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- \* Reduced average ticket resolution time by 30% by implementing a new ticketing system in Squaretalk and Salesforce.

- \* Successfully managed a team of 20 agents, achieving 95% in KPIs.

### **Precision Industries, UAE, Remote - Sales Lead(Africa) Freelance**

Jan 2024 - July 2024

- \* Key Achievements:

- \* Generated 200+ new leads and closed 80 deals, exceeding monthly sales targets using HubSpot CRM.

- \* Developed and implemented a targeted lead generation strategy that increased conversion rates by 15% using HubSpot's marketing automation tools.

- \* Collaborated with the sales team to close high-value deals, leveraging Salesforce for deal tracking and management.

### **Sujimoto, Ikoyi, Lagos State. - Document Controller**

Jan. 2024 - Oct. 2024

- \* Key Achievements:

- \* Implemented a new document management system that improved efficiency and accuracy by 50% using Google Workspace.

- \* Reduced document retrieval time by 40% through streamlined processes using Google Drive.

- \* Ensured compliance with industry regulations and company standards.

### **Exemplar Projects Group, Brisbane Australia (Errand Market: Remote)-Client Acquisition & Engagement Manager**

Jun 2023 - Present)

- \* Key Achievements:

- \* Acquired 45 new clients, expanding the customer base by 50% through targeted marketing campaigns using social media e.g LinkedIn, facebook, instagram, X.

- \* Increased client retention rate by 40% through personalized engagement strategies using WhatsApp for businesses.

- \* Successfully up-sold and cross-sold 30% additional services to existing clients using cold emails and LinkedIn.

### **Previous Roles (2007-2023)**

**MTN Nigeria (Ikoyi, Lagos State, Nigeria): Held various positions including Enterprise Solutions Unit Customer Experience/Technical Support Partner, Corporate Collections and Billing Executive.** Demonstrated excellence in customer service, sales support, collections, and strategic account management. Achieved significant results in customer retention, issue resolution, and revenue growth.

## **EDUCATION**

**Delta State University, Abraka- Bachelor of Social Science, Education in Library Science**

## AWARDS

- \* Document Control: Principles and Practices (ALISON, Sep. 2023)
- \* Inbound Sales and Methodology (Hubspot Academy, Aug. 2023)
- \* Account Management and Salesforce Design (Coursera - West Virginia University, Oct. 2021)
- \* Customer Service Professional Certificate (The Association of Business Practitioners, Oct. 2010)
- \* Design Thinking to Address Challenges Posed by Covid-19 (Cartedo, June 2020)