



AUSTIN USEH
AKPOBOME

SALES DEV. REP/COPYWRITER

A magnetic and results-oriented professional with Sales and IT support training, and over three years of experience in sales and Executive roles. Proficient in CRM software, lead generation and project management tools.

I am eager to leverage my experience in copywriting and content strategy to improve customer experience to increase profits.

My commitment to excellence drives results and supports organizational success.

I am passionate about aligning my work with organizations that value morale, with a mission-driven approach.

With strong leadership and communication skills, I have a proven ability to meet and exceed targets, no matter the location.

EDUCATION/CERTIFICATES

- NIGER DELTA UNIVERSITY**
BA Theatre Arts
- PWAN MAX**
2023| Real Estate Marketing Bootcamp
- CENTRE FOR MANAGEMENT DEVELOPMENT (CMD)**
2020| Certificate Workshop in Business Feasibility And Viability Study
- CITY MEDIA ACADEMY**
2019| Certificate Course in Radio Production

EXPERIENCE

- March 2024

Operations Specialist
NFsTay Owners – London, United Kingdom (Remote)
 - Spearheaded operational strategies to improve property management efficiency for a remote real estate team.
 - Managed and optimized digital tools and processes, resulting in increased client satisfaction through streamlined services.
 - Developed onboarding procedures for new clients, creating a seamless transition process that boost client retention.
 - Led cross-functional collaboration between property owners and service providers, ensuring high operational standards and timely project delivery.
- June 2021 – August 2023

Sales Development Rep.
Clairvoyage Properties Ltd – Lagos, Nigeria (Remote)
 - Conducted outbound prospecting through cold calls, emails, and social media to generate qualified leads, achieving a monthly lead quota of 86%.
 - Identified key decision-makers and built strong relationships to facilitate the sales process, improving conversion rates.
 - Maintained accurate records in CRM, tracking all interactions and updating lead information to improve follow-up strategies and engagement.

SKILLS

- Sales/CRM softwares - Salesforce, HubSpot, and LinkedIn Sales Navigator
- Lead Generation and Cold Calling
- Email marketing
- Content writing
- Content Marketing
- Copywriting
- Business Feasibility and Viability Analysis
- Microsoft and Google Suites
- verbal and written communication skills
- Team Leadership
- Organization & Time Management tools
- Tech/Remote work tools - Zoom, Slack, Trello, etc.
- Remote Work Management

VOLUNTEER WORKS & ADDITIONAL PROJECTS

YOUR REPUBLEAK PROJECT

- Leading a media project focused on telling stories of financial literacy, social change, and entrepreneurship in Africa, using storytelling as a tool for financial literacy advocacy.

LANGUAGES

- English (Fluent)
- Pidgin English (Fluent)
- Isoko (Fluent)

MY PORTFOLIO

- Worked closely with the sales and marketing teams to tailor messaging for target audiences, which increased response rates by 25%.

Feb. 2020 – Nov. 2024 **Lead Generation and Cold Call Specialist**
REMs – Lagos, Nigeria
From April 2022 (Remote)

- Generate high-quality leads through targeted cold calling and strategic outreach, increasing sales conversions.
- Conduct research to identify potential clients in the real estate market and initiate contact with decision-makers to close deals.
- Achieve a consistent performance rate in meeting monthly lead generation targets to drive revenue growth and expand the company's client base.

July 2020 – 2024 **Copywriter & Content Writer**
Dotland Estate Ltd – Lagos, Nigeria
(Remote)

- Writes listings and compelling sales copies.
- Writes engaging and informative real estate content to educate existing and prospective investors.

June 2019 – 2022 **Lead Content Writer**
BRG – Lagos, Nigeria (On-site)

- Developed compelling real estate content for websites, social media, and marketing materials that led to a 40% increase in online engagement.
- Managed a team of writers to produce consistent, high-quality content that aligned with brand messaging and corporate goals.
- Played a pivotal role in the launch of new real estate projects, providing copy for promotional campaigns that generated significant market interest and client inquiries.

Dec. 2016 – August 2019 **Administrative intern**
PWAN Homes – Lagos, Nigeria (On-site)

- Assisted with managing schedules, handling customer inquiries, and providing updates on services, building skills in organization and multi-channel communication.
- Updated and organized client records, fostering accurate data management and enhancing support efficiency.

+2347030633654

austinuseh4@gmail.com

4, Unilag Estate, Mowo-Kekere Off Ijede Road, Ikorodu Lagos.