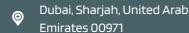


#### CONTACT



+971521727218

bernard.appenteng@gmail.com

🚣 22 February, 1990

DRIVING LICENCE, uae

#### **SKILLS**

- Client relationship building
- Customer retention strategies
- Team growth
- Sales strategy expertise
- Interpersonal communication
- Product knowledge
- Business development
- Revenue generation
- Prospecting
- B2B sales
- Cross-selling
- Client acquisition
- Cash handling
- Payment Processing
- Cash management

#### **LANGUAGES**

**English** 

C1

Advanced

# **PERSONAL DETAILS**

Nationality: Ghanaian

# Bernard Appenteng Asiedu

#### **PROFESSIONAL SUMMARY**

Results-focused individual prioritising customer satisfaction. Excellent sales ability and communication skills. Proactive, opportunistic worker, driven to continuously exceed sales targets.

Africa corridor| Growth marketing executive| Fintech| cross-border Payment| Remittance| Mobile Money| KYC| E-Wallet | Digital Wallet | B2B | B2C | Retail sales

#### **WORK HISTORY**

**Commercial Sales Executive (Business Development)** 01/2024 - Current **Beyon Money Mobile App** - Dubai, United Arab Emirates

- Company Overview: FINTECH
- Develop and maintain strong relationships with customers to drive sales and customer loyalty
- Identify and pursue new sales opportunities through outbound calls and customer meetings
- Maintaining accurate records of sales, customer appointments, and customer complaints
- Achieved monthly sales and performance KPIs for improved team
- Proactively contacted prospective customers to increase sales.
- Built rapport with new and existing customers to boost client retention.
- Increased new business through strategic networking and cold calling.
- Identified product problems and developed solutions to minimise impact.
- Broadened customer bases to meet demanding sales territory targets.
- Kept clear, detailed customer records to maximise future sales opportunities.
- Delivered outstanding after-sales care through regular communication with customers.

# CUSTOMER SERVICE EXECUTIVE(Cashier)

03/2022 - 01/2024

JOYALUKKAS EXCHANGE IIc - Dubai, United Arab Emirates

- Communicate directly with customers and ensure their service experience is pleasant, productive and memorable
- Handle Foreign Currency, Remittances, and other customer transactions as required by the Corporate or WPS customer or the Retail customer.
- Up selling and cross selling the companies allied products to all customers
- Expect in all Africa transaction such as: Ghana: Mobile money, Account credit, cash pick up, WU, Kenya: Mpesa, Account Credit, Cash pick up, Uganda: Mobile Money, Account credit
- Followed up customer queries to check provided solutions met expectations.
- Resolved complaints with proactive problem-solving and analysis.

• Built positive customer rapport through friendly, professional communication.

# **Growth Marketing Executive, Africa Corridor.** 03/2019 - 03/2020 **UAEEXCHANGE CENTER LLC -** Dubai, United Arab Emirates

- Attending and participating in social centre events, gatherings, special programs and cultural presentations to develop and maintain cordial relationship with stakeholders
- Assist in development and implementation of marketing plans as needed
- Identified new customer segments and target audiences to expand reach
- Conducted market research and analysis to identify emerging opportunities and maintain competitive market edge.
- Established budgets for programme activities and controlled expenditure to meet targets.
- Conducted regular market assessments to stay current on trends and maintain readiness for changes.
- Allocated teams, materials and calendar space for individual projects.
- Customized promotional strategies to meet needs of different clients, products and services.

#### Cashier / Teller

01/2018 - 03/2019

#### UAEEXCHANGE LLC BR. UAE - al nahda, sharjah, uae

- Handled cash and card payments with precision, maintaining customer confidentiality and discretion throughout.
- Completed opening and closing procedures each day.
- Greeted customers entering store and responded promptly to customer needs
- Counted change correctly and issued customer receipts.
- Used cash registers and POS systems to request and record customer orders and compute transactions.
- Ensure optimal profit margins are maintained for transactions
- Solicit referrals and initiate cross-selling opportunities to existing customers
- Actively convert walk-in customers to IntroCard holders.
- Explore opportunities to increase customer base, transaction number, Revenue per transaction & customer and overall operational revenue performance to meet the overall objectives

#### **Retail Sales Executive**

01/2016 - 01/2018

#### **DU TELECOMMUNICATION (IPAY4ALL) -** Dubai, United Arab Emirates

- Take customer calls and provide accurate, satisfactory answers to their queries and concerns
- De-escalate situations involving dissatisfied customers, offering patient assistance and support.
- Maximised brand visibility and awareness by implementing store merchandising initiatives and maintaining optimal stock levels.
- Walked sales floor regularly, identifying problems and resolving urgent issues
- Trained new employees in company policies and procedures.
- Upselling and cross selling of Recharge cards, postpaid and prepaid sims.
- · Activation of phones with postpaid plans.

### **EDUCATION**

**BSc.:** Banking and Finance, 02/2007 - 06/2010

**University of Education** – Ghana

**Diploma of Higher Education:** Sales and marketing management, 06/2010 **Cambridge International College** – London, Uk

# **ACCOMPLISHMENTS**

• Introduction to Data Protection and Privacy

## **PERSONAL INFORMATION**

Date of birth: 02/22/90

## **CUSTOM**

- Soccer
- Swimming
- Reading