



Bernard Appenteng Asiedu

CONTACT

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-  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

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 success.
- 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 Ilc - 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