

BERTILLA NZELLE

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EDUCATION

- Bachelor of Science: Business Administration And Management**
National Polytechnic Bambui - Bamenda, Cameroon | October 2015 - August 2017
- Higher National Diploma: Business Administration And Management**
Laureate Business College - Bamenda, Cameroon | October 2012- August 2014

TECHNICAL SKILLS:

- B2B
- Customer Service
- Buyer Persona
- Sales Process
- Sales Funnel

KEY STRENGTH:

- Excellent Communication
- Active Listening
- Relationship Building
- Problem Solving
- Negotiation Abilities
- Product Knowledge
- Customer Engagement
- Proposal Creation
- Sales Expertise
- Product Demonstration
- Effective Communication
- Public Speaking
- Sales Management
- Fictional Writing

ABOUT ME

Dynamic Sales Professional with 7+ years in customer catering , retail and B2B sales. Exceptional communicator with strong relationship-building skills, consistently exceeding sales targets. Skilled in problem-solving and negotiation, effectively addressing client concerns to close deals. Enhanced customer retention through empathetic listening and tailored solutions. Improved prospect response rates by 15% with strategic follow-ups. Bilingual and adept at converting prospects into loyal customers with engaging interactions.

WORK EXPERIENCE

Berlot Group

Sales & Customer Relations Executive

June 2023 - Present

- Initiated proactive outreach to potential clients, increasing lead generation by 25%.
- Cultivated strong relationships with existing clients through personalized assistance, maintaining great customer relationships, and driving repeat business.
- Conducted needs assessments to identify client requirements and propose tailored solutions.
- Utilized CRM software to track client interactions and manage the sales pipeline efficiently.
- Improved customer satisfaction ratings by 20% through effective feedback mechanisms.
- Collaborated with the marketing team to develop targeted campaigns, increasing inbound inquiries.
- Streamlined internal communication processes, reducing response times by 50% and enhancing overall client experience.

Brand Sales Promoter

SHARAF DG, Dubai

September 2021 - October 2023

- Actively engaged with customers, providing detailed product information and personalized recommendations.
- Conducted impactful product demonstrations, effectively showcasing key features and benefits to drive interest.
- Collaborated with the sales team to implement in-store promotions and events, enhancing brand visibility.
- Stayed updated on the latest products and industry trends to provide informed customer interactions.
- Delivered exceptional customer service, swiftly addressing inquiries and resolving issues to ensure satisfaction.
- Fostered long-term customer relationships, contributing to increased repeat business and positive brand reputation.
- Enhanced brand reputation through positive customer feedback and high levels of customer satisfaction, resulting in repeat business and referrals.

Park Guide

IMG World of Adventure, Dubai

November 2020 - February 2021

- Enforced laws and regulations within the park, leading to a reduction in safety incidents.

LANGUAGES KNOWN:

- English
- French

NOTABLE ACCOMPLISHMENTS:

- Exceeded Sales Targets
- Customer Satisfaction Improvement
- Key Account Growth
- Sales Process Optimization
- Recognition and Awards
- Successful Product Launches
- Cross-Selling and Upselling
- Customer Retention Initiatives
- Effective Problem Resolution
- Team Leadership

TRAININGS:

- Completed training in Organization & Relationship Systems Coaching (ORSC), enhancing relationship-building skills with clients and teams.
- Participated in various relationship trainings to improve client interaction and retention strategies.

- Guided tours for park visitors, ensuring informative and safe visits, resulting in an increase in positive visitor feedback.
- Informed visitors of current and recurring dangers posed by rides, contributing to a 30% decrease in safety-related incidents.
- Maintained orders at designated attraction sites, enhancing operational efficiency and visitor experience.
- Addressed visitor queries promptly, providing helpful information and assistance to enhance visitor satisfaction.

Customer Service Agent

MTN Cameroon, Yaounde

January 2018 - September 2020

- Evaluated customer information to explore issues and develop potential solutions, resulting in a high level of service quality and customer satisfaction.
- Assisted a large volume of customers daily with a positive attitude, leading to enhanced customer satisfaction and retention.
- Educated clients on account services and resolved inquiries promptly, resulting in an improved understanding of services and efficient issue resolution.
- Communicated effectively with clients regarding account services, statements, and balances, ensuring clarity and satisfaction.
- Matched item numbers to customers' orders accurately, contributing to error-free transactions and customer trust.
- Demonstrated high attention to detail and efficiently managed multiple tasks, leading to improved organizational efficiency and task completion.
- Entered customer interaction details in the sales system to track requests and document solutions offered, facilitating effective follow-up and resolution.
- Responded promptly to customer calls and emails, addressing questions about products and services effectively.
- Facilitated communications through management of inbound and outbound customer calls, ensuring timely resolution of inquiries and concerns.
- Contacted customers to return routine and general calls promptly, maintaining proactive communication channels and customer engagement.