



GUERSCHOM LANDJOHOU

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OBJECTIVE

To analyze data from various sources such as customer feedback surveys, market research reports, etc., in order to identify areas of improvement within existing processes or products/services offerings.

SKILLS

- Technical savvy / Technical services
- Webmaster (Shopify, WordPress)
- Digital marketer (Google ads, SEO, PPC, Blog)
- Graphic designer (photoshop, illustrator, canva)
- Data analyst (Excel, Datapine, MySQL)
- Programming (HTML, CSS, PHP, PYTHON)
- Blockchain Technology & Cryptocurrency (crypto)
- Windows, macOS and Linux system
- Quickbook, SAP, ERP systems, Proposal writing
- Microsoft office suite / Google workspace
- CRM softwares (Salesforce, HubSpot, etc)
- Lead Generation / Cold calling / Networking
- Email marketing (Funnel & Campaign)
- Software as a service (SaaS) sale experience
- Business process outsourcing (BPO)
- Work under pressure / Tight deadlines
- Problem-solving / Decision-making
- Business operations & development / solution architect
- Positive attitude / Team player / Interpersonal skills
- Strong project management skills / Market research
- Fast learner / Fast-paced environment / Leadership
- Strong copywriting and content creation skills.
- Attention to detail / high level of accuracy
- Ability to handle rejection and stress
- Ability to multi-task and prioritize work schedules
- Self-motivated, proactive and results-oriented
- Strong organizational and time management skills
- Excellent written/verbal communication
- Excellent Sales and Negotiation skills
- Presales / Sales pipeline / Sales cycle
- Strong Presentation skills & Creative Thinking
- Customer success and relationship management

LANGUAGE

- French (Native)
- English (Native)
- Spanish (Basic)

ADDITIONAL INFORMATION

Date of Birth : 04/16/1993

Nationality : Benin

Visa status : Employment Visa

PROFESSIONAL SUMMARY

Results-driven Business Development Executive with 13 years of experience in sales, marketing, relationship management and a strong background in IT. In-depth knowledge of the UAE and global market with a MBA degree in Project Management. Proven track record of achieving and exceeding sales targets across various industries. Adept at identifying new business opportunities, building and maintaining client relationships, and delivering impactful presentations.

EXPERIENCE

07/2022 - 08/2023

LIWA (Manufacturing, B2B, B2C)

- Customer support/service representative | Administrative assistant
- Managed customer interactions via phone, email, and chat, ensuring timely resolution and accurate information. Call/contact centre operator
 - Processed orders with precision, collaborating with Sales for pricing and seamless fulfillment. Sales increased to 180% within 10 months
 - Resolved concerns effectively, enhancing brand image and customers satisfaction. Processed complaints and issues related to products/services.
 - Oversaw Delivery companies (UPS, Jeebly, First flight). E-commerce executive. Controlled Shopify, social media and created weekly Blogs.
 - Handled B2B platform (Amazon, Talabat, Noon, Kaso, Deliveroo, Supy) and validated commercial documentation (proposals, bids, invoices)
 - Assisted operation manager in covering office administration.

10/2019 - 07/2022

MINEC (SaaS & Fintech Department)

- Business Development Executive / Manager | Sales Engineer
- Promoted to Manager and led a team of 8 members and collaborated across teams to execute plans, surpassing SaaS quarterly targets by 15%.
 - Achieved 25% YoY revenue growth, consistently over \$2M annual sales targets and secured \$1.5M in startup funding for business development.
 - Expertly identified \$1M growth prospects, aligning market trends with targeted strategies, surpassing KPI objectives and conversion rate by 50%.
 - Developed 15 strong client relations, managing portfolios and building key relationships, and explored government fundraising opportunities
 - Leveraged 5 years of industry experience, operated market research and competitor analysis to seize high-potential and blockchain opportunities.

02/2017 - 08/2019

MINEC (International Organization)

- Digital Marketing Executive | SEO & Lead Generation Specialist/Expert
- Led SEO/SEM campaigns, driving 15% increase in high-quality leads.
 - Boost organic search traffic by 30% with on-page SEO & link-building.
 - Created engaging ad content, increasing 25% in engagement. SEO Audits
 - Improved ranking by 12th on first page. Enhanced online reputation
 - Managed PPC across platforms (Facebook, Instagram, Tiktok & LinkedIn) for 30% higher ROI. optimized SEO/CTR, 40% organic traffic growth.

09/2015 - 01/2017

United Bank for Africa

- Customer Success Manager
- Promoted from Telesales Executive (Inbound/outbound calls) role.
 - Lifted client satisfaction by 30%, employing personalized strategies.
 - Amplified product adoption by 40% through targeted training.
 - Trimmed project duration by 25% through cross-functional teamwork.
 - Influenced 20% higher renewal rates through C-level presentations.
 - Achieved 95% on-time delivery for projects within budgets.
 - Drove 15% account growth by identifying upsell opportunities.

01/2012 - 07/2015

LA PROPRETTE (Real Estate)

- Sales and Marketing Manager | HR assistant
- Researched new markets and customer needs for sales cycle & pipeline.
 - Increased qualified leads by 25% quarterly through outreach.
 - Achieved 90% of quarterly sales targets with team meetings.
 - Maintained 50 active listings with 90% client satisfaction.
 - Expanded network by 20%, recognized area specialist within a year.
 - Recruited salespeople and facilitate their onboarding and training.

EDUCATION

2023

Lincoln University College

Master of Business Administration (MBA)

2021

Jodhpur National University

MBA in Project Management