



Karen Erinfolami

Sales development Representative

London, UK

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Languages

English

English (Fluent)

About

SUMMARY Dynamic professional with 9 years of diverse experience as a Sales Associate/Personal Shopper and Travel Consultant. Recognized for adeptly devising and executing robust sales strategies, culminating in a 15% surge in new clientele and consistently surpassing sales objectives by 20%. Proven track record in the travel and tourism sector, crafting bespoke travel packages to elevate customer satisfaction through unparalleled service. Proficient in maintaining meticulous customer databases, monitoring feedback, and achieving an impressive 95% satisfaction rate. Adept at leveraging social media platforms to amplify sales by 20% and curating personalized shopping experiences, resulting in a 25% uptick in revenue. Demonstrated ability to efficiently handle multiple bookings and cultivate enduring customer relationships, driving both loyalty and profitability. Accomplished Sales Consultant equipped with exceptional lead generation prowess and over 7 years of industry expertise. Known for adeptly employing sales techniques to clinch opportunities. Approachable, driven team player with extensive sales acumen.

BRANDS WORKED WITH

RAMA BOUTIQUES

Superdrug

AFRIMAX TRAVELS

Experience

LUXURY PERSONAL SHOPPER

RAMA BOUTIQUES | Jan 2018 - Mar 2024

- Developed and maintained client base of over 20 high-net-worth individuals, providing bespoke shopping services that align with their personal style, preferences, and lifestyle needs.
- Conducted private consultations to understand client requirements, leading to 95% client satisfaction rate and 40% repeat business rate.
- Curated personalised selections of luxury fashion, accessories, and exclusive items, resulting in 25% increase in sales revenue for boutique.
- Established strong relationships with luxury brands and designers to secure rare and exclusive items for clients, enhancing boutique's reputation for exclusivity.
- Organised and hosted private shopping events for VIP clients, offering first access to new collections and unique experiences, which contributed to 30% growth in client base.
- Provided comprehensive after-sales services, including alterations, delivery arrangements, and personal styling advice, ensuring seamless and premium shopping experience.
- Utilized social media and digital platforms to offer virtual shopping sessions during travel restrictions, maintaining client engagement and achieving 20% sales increase during this period.



SALES DEVELOPMENT REPRESENTATIVE

Superdrug | Aug 2017 - Dec 2023

- Conducted proactive outreach to potential clients via phone calls, emails, and networking events to generate leads and identify new business opportunities.
- Collaborated closely with sales team to qualify leads, schedule meetings, and facilitate transition of qualified leads into sales pipeline.
- Utilized CRM software to manage and track prospect interactions, ensuring accurate documentation and effective follow-up increase by 25%
- Conducted thorough market research to identify key decision-makers and understand market trends, enabling targeted and personalized communication.
- Contributed to development of sales collateral, including pitch decks and product presentations, to support sales process.
- Achieved and consistently exceeded monthly and quarterly targets for lead generation and development driving revenue growth for company by 30%
- Exceeded personal sales targets by average of 20% for five consecutive quarters through effective product recommendations and upselling strategies.
- Supported marketing campaigns, leveraging social media platforms and

attending industry networking events leading to 25% growth in customer base.

- Maintained accurate customer records and monitored customer feedback, resulting in 90% customer satisfaction rate and 10% increase in repeat business.

● TRAVEL CONSULTANT

AFRIMAX TRAVELS | Jan 2014 - Dec 2016

- Handled administrative tasks such as issuing invoices, processing payments, and maintaining accurate travel documentation
- Provided expert travel advice on destinations, planning, and necessary travel documentation, increasing customer confidence and easing travel stress.
- Advised clients on travel documents, insurance options, and health and safety measures, ensuring comprehensive travel preparation.
- Spearheaded development of online travel advisory service, increasing service accessibility and boosting sales by 15%.
- Analysed market trends to identify and promote emerging destinations, resulting in 30% increase in bookings to recommended locales.
- Managed crisis situations, including last-minute cancellations and itinerary changes, with focus on minimising costs and maintaining high levels of client satisfaction.
- Customised and sold travel packages to destinations worldwide, including accommodations, flights, tours, and activities, to individual and corporate clients.
- Utilised web analytics to monitor KPIs, gauge progress and development and meet target objectives.

Education & Training

2024

● University of East London

Master of Science in Management,

2016 - 2020

● Bedfordshire

Bachelor of Business Administration,

2013 - 2016

● Lewisham college

BUSINESS ADMINISTRATION,