

Elton

SENIOR SALES & OPERATIONS MANAGER

RooCruit

South Africa

PROFESSIONAL SUMMARY

A highly accomplished Senior Sales and Operations Manager with over 15 years of experience across the energy, financial services, and telecommunications industries. Expert in managing large-scale teams of up to 120 staff, specializing in business development, KPI optimization, and high-volume sales campaign management. Proven track record of scaling operations from the ground level to consistent profitability through strategic leadership and data-driven decision-making.

KEY SKILLS

- Sales & Campaign Management
- Operational Process Optimization
- Strategic Financial Planning & Budgeting
- Team Leadership & Training (100+ Staff)
- CRM Proficiency (Salesforce)
- Financial Accounting & Bookkeeping
- New Business Development
- KPI Implementation & Monitoring

PROFESSIONAL EXPERIENCE

Business Support & Development Consultant

September 2020 – Present

Independent Consultancy (Call Centers & Automotive Sales)

Providing strategic business support and development services focused on operational efficiency and sales growth for specialized call center and car sales environments.

Senior Sales & Campaign Manager

September 2012 – September 2020

Leading International Business Energy Consultancy

- Managed a large-scale sales operation consisting of approximately 120 staff members.
- Successfully achieved and exceeded benchmarks for diverse Client Energy Portfolios.
- Utilized Salesforce to manage high-volume customer pipelines and sales department layouts.
- Improved operational management systems, processes, and best practices to ensure legal compliance and cost-efficiency.
- Established weekly and monthly reporting structures for board members, analyzing data to improve group profitability.
- Developed and implemented new KPI restructures in accordance with live market rates and profitability targets.
- Innovated customer retention strategies to maintain and grow the new business portfolio.

Key Achievement: Awarded "Sales Manager of the Year" for 5 consecutive years and led the first management team to generate over £1 million in revenue within a two-month period.

Senior Sales Consultant & Team Leader

March 2010 – August 2012

Major Financial Services & Insurance Provider

- Led a focused team of consultants in the telemarketing of insurance products.
- Consistently exceeded sales targets and performance benchmarks through active coaching.

Telesales Team Manager

2008 – 2010

National Telemarketing Firm

- Managed a team of consultants focusing on insurance and banking products.
- Ranked in the top 3 positions for performance across the entire call center.

EDUCATION & CERTIFICATIONS

Diploma in Financial Accounting & Pastel Accounting

1999

Varsity College

Diploma in Bookkeeping

1998

Varsity College

Senior Certificate (Matric)

1997

Heather Secondary School

LANGUAGES

- English
 - Afrikaans
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