

MARLON

Admissions Advisor & Sales Professional

Cape Town, South Africa

RooCruit

PROFESSIONAL SUMMARY

A self-driven and highly motivated professional with over 8 years of experience across sales, recruitment, and admissions. Demonstrated success in consultative selling and customer retention, having been recognized as Consultant of the Quarter and promoted to 2iC in previous roles. Passionate about driving business growth through strategic client service and a focus on exceeding high-level KPIs.

KEY SKILLS

Consultative Sales	Relationship Management	Admissions & Enrolment
CRM & MS Office	Objection Handling	Team Leadership (2iC)
Business Development	High-Volume Lead Conversion	Recruitment Administration

PROFESSIONAL EXPERIENCE

Admissions Advisor

Nov 2021 – Present

Leading Education Technology Firm

- Engage with qualified leads via telephone to provide expert advice on course selection and enrollment processes.
- Utilize a consultative approach to guide prospective students through educational boot camp programs.
- Consistently exceed KPIs and admissions targets set by the Head of Admissions.
- Onboard and train junior admissions staff members to maintain high performance standards.
- Collaborate with cross-functional teams to optimize the enrollment funnel and improve internal processes.
- Conduct market analysis and competitor monitoring within the e-learning sector.

Student Guidance Manager**Feb 2020 – Dec 2020***International Online Education Provider*

- Managed the complete customer lifecycle from trial period to conversion to foster long-term loyalty.
- Identified customer pain points and proactively suggested tailored educational solutions.
- Executed up-selling strategies for optional courses and premium membership packages.
- Focused on customer retention and "win-back" strategies for lapsed students.
- Maintained rigorous administrative records and daily reporting on performance metrics.

Recruitment Consultant**Feb 2019 – Dec 2019***Specialized Medical Recruitment Agency*

- Canvassed for new business opportunities within hospitals and private healthcare facilities.
- Managed candidate relationships by updating availability and ensuring compliance for medical files.
- Serviced active clients to ensure staffing requirements were met efficiently.
- Oversee candidate administration, ensuring all qualifications and documentation remained current.

Sales Consultant**Jan 2017 – Jan 2019***Global Telecommunications Outsourcing Firm*

- Acted as an Outbound and Inbound Broadband Specialist for the Australian market.
- Mastered the art of objection handling through specialized sales training.
- Identified customer needs and effectively marketed business solutions to meet regional targets.
- Facilitated sales management processes to ensure campaign success.

Shift Manager (Promoted from Consultant)**Jan 2014 – Dec 2016***National Telecommunications Retailer*

- Directed sales activities and finalized contract setups using AVS and XDS systems.
- Managed on-site sales staff and oversaw daily operational duties including cashing up and POS reconciliation.
- Controlled stock management including ordering, capturing, merchandising, and deliveries.
- Completed advanced CRM training on Citrix and CMSS systems.
- Provided exceptional front-line customer service and daily administrative support.

EDUCATION & CERTIFICATIONS

- **Grade 12 National Senior Certificate** | Malibu High School (2014)
- **CRM Training Course** | Citrix and CMSS Systems
- **Customer Relations FTF Training** | Telecommunications Industry Specialist
- **Sales & Objection Handling Certification** | Internal Professional Development

LANGUAGES

- English (Fluent)

Confidential Profile - Processed by RooCruit Recruitment Agency
