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Ephram Otodo

Business Administration Student

Sales Leadership / Marketing

Education

2022–2027 · Expected 2027

**Bachelor of Business
Administration**
Southern Adventist University

Skills

Sales negotiation
Team leadership
Direct prospecting
Organic lead generation
Social media strategy
Meta advertising

Training

Microsoft Excel 2019 Associate,
December 2023.

Hootsuite Academy: How to Use
Hootsuite, March 2026; Social Media
Marketing, April 2026.

Sentricon University 101 & 201, June 2023.

American Red Cross First Aid training,
August 2023; original validity ended
August 2025.

Experience

Digital Advertising, Marketing & Logistics | Barker Storages

Jul 2026–Present

- Support digital advertising, marketing and customer logistics for the self-storage business in Las Cruces, New Mexico.
- Delivered competitor research; help develop the company website and customer follow-through.

Sales Leadership | YNR / Pest-Control Sales

May 2023–Present

- Progressed from sales in 2023 to team lead in 2024 and management from 2025.
- Recruited and led nine representatives. The team produced \$4.5 million in 2025 while I helped lead the group.
- Managed field representatives during the 2026 pest season.

Fiber Sales Representative | YNR & Halieus Marketing

Aug 2024–Present

- Personally closed more than 300 residential fiber accounts through direct prospecting.
- Started with YNR in August 2024; joined Halieus Marketing in June 2025.

Appointment Setter | Remote High-Ticket Sales

Jul 2025–Present

- Book qualified appointments for Killer Closers (since July 2025) and Prodigy Closers (since October 2025).
- Generate leads through social content and direct outreach; work company-ad leads and manage remote teams at Prodigy.

Campus Leadership & Additional Experience

- SMARRT Fund member, 2025–Present. Executive-summary and valuation-comparison work for a student-team Marriott investment case.
- Resident Assistant, Talge Hall, Fall 2023 (second year). Enactus member, 2023; organized the November Shoot Your Shot pitch competition.
- Social Vice President: Black Christian Union, 2023–24; Caribbean Heritage Association, 2024–25. Managed both clubs' social media.
- Fundraising Chair, Student Ministerial Association, Fall 2024. Food Service Worker, CK2, August 2022–December 2024.