
Sounounou Bah

Digital Entrepreneur

4640 N Sheridan Rd Apt 1301

- Chicago, IL 60640
- (773)517-1421

Sounounoubah82@gmail.com

Results-driven Sales and Business Development Representative with a proven track record in consultative selling and customer engagement. Leveraging hands-on experience as a Benefit Advisor at OneDigital Advanced Health, I excel in generating leads, nurturing client relationships, and exceeding sales targets. I combine strong communication skills with a keen understanding of digital marketing and CRM tools to streamline sales processes and drive revenue growth. Passionate about delivering tailored solutions and building lasting partnerships, I'm eager to contribute my strategic insight and results-oriented mindset to a dynamic sales team.

Professional Experience

Benefit Advisor/ Sales Representative

07/2024-02/2025 | OneDigital Advanced health

Key Responsibilities:

- I handle warm inbound calls, providing expert advice on a range of health insurance plans to help clients make informed decisions.
- I assist customers throughout the entire enrollment process, ensuring they fully understand their options and feel confident in their choices.
- I quickly mastered insurance product offerings, enabling me to act as a subject matter expert and trusted advisor.
- I consistently achieve or exceed my monthly sales goals, maintaining accuracy and professionalism throughout the sales cycle.
- I ensure compliance with Federal CMS and State regulations in all customer interactions, upholding ethical standards at every step.
- I collaborate with management to identify areas for improvement and provide feedback to optimize sales processes.

E-commerce Entrepreneur

04/2020 – 11/24 | AquaFlex, Chicago

- Developed and executed social media marketing campaigns to enhance brand awareness, engagement, and sales.
- Created compelling visual and written content for social media posts, advertisements, and email marketing campaigns.
- Analyzed campaign performance metrics to refine strategies, increase ROI, and optimize ad spend.

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- -Collaborated with cross-functional teams to align marketing initiatives with business goals and product launches.

Key Skills: Digital Marketing, Content Creation, Analytics, Team Collaboration, Strategic Planning

Marketing Intern

01/2023 – 04/2023 KBD, Chicago

- Assisted in developing and implementing marketing strategies for various clients.
- Conducted market research to identify trends and insights for campaign optimization.
- Supported the creation and scheduling of social media content across multiple platforms.
- Key Skills: Market Research, Content Scheduling, Campaign Development, Client Support

Busser/Barback

*02/2023 – 05/2024 | Pizzeria Portofino, Chicago

- -Collaborated with servers, bartenders, and kitchen staff to ensure seamless operations and exceptional guest service.
- -Responded to guest requests with a warm and attentive demeanor, fostering a welcoming dining environment.
- Supported bartenders by washing glassware, preparing garnishes, and replenishing supplies to facilitate efficient service.

Key Skills: Team Collaboration, Customer Service, Efficiency, Multitasking

Fire Support Specialist (13F)

12/2020 – Present | US Army (Guard), Illinois

- Provided crucial firepower support to ground forces, utilizing artillery, mortar systems, and close air support.
- Collaborated with infantry units to assess terrain, adversary placements, and strategic factors for precise targeting.
- Facilitated communication with command structures using advanced technology for swift decision-making.

Key Skills: Tactical Planning, Communication, Technology Utilization, Leadership, Precision

Office Assistant/Deckhand

2022-2023 (Summer seasonal) Chicago Electric Boat Company, Chicago

- Assisted top-level managers with email correspondence, call management, and customer reservations.
- Provided comprehensive support as a deckhand to ensure smooth maritime operations.

Key Skills: Administrative Support, Customer Service, Operational Efficiency, Task Management

Customer Service Representative

06/2019 – 08/2020 | Jewel Osco, Chicago

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- Managed customer inquiries and resolved complaints to ensure a high level of satisfaction.
 - Processed transactions, handled returns, and maintained accurate records of sales activities.
 - Collaborated with team members to achieve sales targets and improve customer experience.

Key Skills: Customer Relations, Sales, Problem Solving, Record Keeping, Teamwork

National Louis University, Chicago

*Business Management

Western Illinois University, Macomb, IL

*Computer Science

*Leadership Development: Participated in various leadership courses and training exercises designed to develop tactical decision-making, team leadership, and operational planning skills.

Skills

- Digital Marketing: Social Media Management, Content Creation, Analytics, SEO, Email Marketing
- Technical Proficiency: Microsoft Office Suite, Google Analytics, CRM Software, Adobe Creative Suite
- Communication: Written and Verbal, Public Speaking, Team Collaboration
- Customer Service: Client Relations, Conflict Resolution, Multitasking, Efficiency
- Project Management: Strategic Planning, Task Prioritization, Time Management, Detail-Oriented
- Leadership: Team Leadership, Training, Decision Making, Tactical Planning
- Prospecting
- Lead Generation
- Cold Calling
- Email Outreach
- CRM Management
- Relationship Building
- Networking
- Consultative Selling
- Needs Assessment
- Objection Handling
- Negotiation
- Pipeline Management
- Sales Forecasting

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- Closing
 - Post-Sale Follow-up