



## **AKINOLA OLUWADAMILARE AYODOTUN.**

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### **OBJECTIVE:**

Akinola Damilare is a dynamic, result oriented computer electronics sales and digital marketing professional with an experience of over seven years in the travel, hospitality, computer and electronic marketing, business and sales industries.

Damilare possess strong visual business sense, attentive to details, excellent customer care skills, excellent writing and communication skills, the ability to translate marketing ideas, design, concepts into profitable outcomes and providing visionary business, sales and marketing leadership in a highly competitive market and across all organizational levels.

### **EDUCATION & PROFESSIONAL DEVELOPMENT:**

✓ <b>Lagos State University, Faculty of Engineering, Epe, Lagos.</b>	<b>Oct 2008</b>
B.Sc in Electronics and Computer Engineering.	
✓ <b>N.I.I.T Warri Study Center, Effurun, Warri, Delta State, Nigeria.</b>	<b>Sept. 11<sup>th</sup> 2012</b>
Certificate in Enterprise Project Management using Project 2007 (42 hours)	
✓ <b>Diamond BusinessXpress Seminar.</b>	<b>April 30<sup>th</sup> 2015</b>
Certificate of Participation in Strategic Sales & Marketing	
✓ <b>Push CV Learning Center Sapphire Global Limited.</b>	<b>August 14<sup>th</sup> 2015</b>
Certificate Of Achievement On Advertising & Marketing	
✓ <b>Brentwood Open Learning College United Kingdom.</b>	<b>May 12<sup>th</sup> 2016</b>
Certificate Of Completion on Hotel Management Course.	

## PROFESSIONAL EXPERIENCE

### **Hotel Manager / Mar 15<sup>th</sup> 2019 – present**

Orchard Hotel Ibadan, Onireke GRA, Oyo State, Nigeria.

- Develop policies and programs that would sell the hotel facilities and products.
- Serve as an operations manager and transitioned sales and business traffic growth from 20% to 90%.
- Organizes all activities that involve the food and beverage outlets through the various departmental heads.
- Engineers strategies responsible for guest satisfaction / service delivery in all aspect of the hotel and see to their optimal performance.
- Carry out disciplinary action on any of the subordinating staff when deemed necessary.
- Instituted control measures that would help minimize wastages / pilfering in all hotel operations and sees to its implementation.
- Assist other staffs of the hotel in its marketing efforts.
- Grants discount with the knowledge of the hotel consultant when this would imply more revenue to the hotel.

### **Marketing Manager / June 01<sup>st</sup> 2016 – Nov 30<sup>th</sup> 2016**

Western Sun International Hotel and Event Center, Ede, Osun State, Nigeria.

- Created and managed the hotel's online presence (social media platforms) where the hotel brand's and offerings are constantly advertised and promoted with the sole aim of intimating the public with the hotel location, facilities and amenities, increasing sales and increasing occupancy by 50% and meeting target as described by the management.
- Delivered 50% business growth less than five month through development of a vast customer base.
- Managed the hotel's website and ensure constant update, while resolving and responding to customer inquiries and complaints.
- Developed and manage functions / events at the hotel while other sales outlet of the hotel are also been promoted to maximize profit.
- Developed market through prospecting for customers, using the concepts of empathy and motivation while corporate proposals are designed and delivered to organizations to further garner corporate business.
- Monitored competitions and suggest strategies to counter same, ensured merchandising supports of hotel products and services.
- Trained sales staffs to attain profitable product sense.
- Involved in hotels services and product design, branding and development, involved in hotels product pricing and product formulation strategy.
- Determined, develops and run promotional strategies and campaigns, promotional budget and its appropriation, as well as the appropriate promotional mix.
- Provided marketing administrative services within and outside the company.
- Liaises with various agencies, media houses, promotion crew to ensure adoption of brand media engagements and programmes, liaises with related government agencies as they affect the company marketing operations.

### **Business Development Manager / Nov 08<sup>th</sup> 2015 – May 30<sup>th</sup> 2016**

Royal Park International Hotel & Resort Iloko – Ijesha, Osun State, Nigeria.

- I provided, create and manage the hotel's online presence (social media platforms) where the hotel brand's and offerings are constantly advertised and promoted with the sole aim of intimating the public with the hotel location, facilities and amenities, increasing sales and meeting target as described by the management.
- My duties as requested includes the handling of the overall hotel sales and e-marketing project coordination using my digital marketing skills while preparing daily & monthly report for the General Manager and the Managing Director.
- I developed and managed functions / events at the hotel while other sales outlet of the hotel are also been promoted to maximize profit, while handing and resolving all customer inquiries and complaints.
- I designed and drafted corporate business development proposals to be delivered to targeted corporate organizations that might need our services / facilities as well as solicit for corporate business from top organizations.
- Delivered 50% business growth less than five month through development of a vast customer base.
- Recommend brand innovative ideas and opportunities as sourced from external environment.
- Liaise with related government agencies as they affect the company marketing operations, also with various agencies and media houses, promotion crew to ensure adoption of brand media engagements and programmes.

### **Sales & E-Marketing Coordinator / June 3<sup>rd</sup> 2015 – Nov 02<sup>nd</sup> 2015**

Conference Hotel Limited, Ogun State, Nigeria.

- Tasked and responsible for the monitoring, analyzing and developing different e-market sales point and platform online and offline for the hotel to assist with increased room bookings and reservation from guests as well as boost room occupancy and sales using electronic, digital and traditional means.
- Responsible and tasked with the duties of handling and or resolving online and offline customer inquiries, complaints, suggestions and raised issue originating from the hotel's social media platforms and email accounts as regards the hotel's services and products.
- Generated monthly sales and e-marketing reports from the hotel's online activities, marketing and sales reports, to the General Manager, Hotel Manager and the Managing Director fourth nightly.
- Achieved the hotel brand's sales target of 75% by creating an online presence for the brand using the various social media platforms as well as my digital marketing skill to increase the overall hotel e-marketing project coordination as my major responsibility.
- I drafted corporate business development proposals to be delivered to targeted corporate organizations that might need our services / facilities as well as solicits for business from these corporate organizations.

### **Client Relations Manager / June 01<sup>st</sup> 2014– June 01<sup>st</sup> 2015**

De-Busafy Anchor Hotel, GRA, Ijebu-Ode, Ogun State, Nigeria.

- Responsible and tasked with the duties of handling and or resolving online and offline customer inquiries, complaints, suggestions and raised issue originating from the hotel's social media platforms and email accounts as regards the hotel's services and products.
- As directed by the MD, i monitored for efficiency the activities of the hotel with online booking agencies, ensuring payment invoices raised are treated with urgency while I ascertain the invoice information are true and precise.
- Drafts corporate business development proposals to be delivered to targeted corporate organizations that might need our services / facilities as well as solicits for business from these corporate organizations.
- Communicated brand sales goals, company policies, procedures, expectations and other matters to staffs, and sales team using slides and other presentation formats.
- Poised with the responsibilities of ensuring the hotel's website details are constantly updated to avoid misinforming intending guests, also handling and resolving customer inquiries, issues and complaints attaining to a repeat business.

### **Business & E-Marketing Consultant / Dec 06<sup>th</sup> 2013 – present**

Dee3Concepts Travels & Tours, Ijebu-Ode, Ogun State, Nigeria.

- Responsible for the creation and management of the agency digital sales platforms social media accounts, implements constant updates of the social media accounts, increase brand awareness and advertise the agency promotions and offers digitally and traditionally.
- Serve as an operations manager and transitioned sales and business traffic growth from 44% to 100%
- Expanded customer base by over 60% to increase market penetration and facilitate market launch of new travel, hospitality and business product / service.
- Involved in evolving marketing budgets and the appropriation to the various units.
- Liaise with related government agencies as they affect the company marketing operations, also with various agencies and media houses, promotion crew to ensure adoption of brand media engagements and programmes.
- Create and write corporate letters, search and source for corporate guests and clients and selling the travel offers and vacation packages the company have available to them and ensuring they are turned into key accounts via constant updates and feedbacks.
- Increases agency sales by partnering with other travel agencies in soliciting for business Dee3Concepts Travels can offer their customers and vice versa.
- Design and implement vacation packages for corporate, family and leisure guests, while assisting with visa procurement services and other on ground logistics: car hire services, airport transfers, travel insurance and hotel bookings and reservations.

### **Airport Service Manager / June 01<sup>st</sup> 2012 - May 30<sup>th</sup> 2014**

Fly4cheaper.com, Ilorin International Airport, Ilorin, Kwara State, Nigeria.

- My responsibilities include the management of staffs, office equipments, sales of different travel products and requests, flight tickets (local and international), visa services, hotel accommodation and private travel consultation as well as managing VIP customers with uttermost importance.
- I handled and assist in resolving customer inquiries and issues, and ensuring that the sales team adheres to high standards of customer satisfaction to ensure repeat and new business.
- I was tasked with the management and coordination of a sales team of 7 to optimally deliver on excellent customer service at all times while reporting same to the CEO via daily sales reports, monthly stock taking reports and monthly staff appraisal reports.
- I worked and managed different travel agencies and travel sales consultant in the city of Ilorin to increase my brand popularities, products and services as well as building a mutual business relationship to further increase sales of different customer travel requests.

### **Reservation and Ticketing Executive / April 04<sup>th</sup> 2011 - May 30<sup>th</sup> 2012**

Fly4cheaper.com, Osubi Airstrip, Osubi, Warri, Delta State, Nigeria.

- Responsible for maintaining and coordinating the company's travel inventory involving issuing flight tickets and hotel reservation to clients using Saber GDS (global distribution system) in a day to day delivery progress.
- Prepared daily and monthly sales reports to the General Manager and the Chief Technology Officer, while managing the travel service relation with customers.
- Tasked with resolving customer inquiries, issues and complaints as it may arise.
- Constantly make available discounted quoted air fares prices to our regular clients to ensure they enjoy unraveled customer services from our point of sale in Osubi airport office.
- Generate a business client database for the company for future marketing use.
- Generated monthly sales and e-marketing reports from the hotel's online activities, marketing and sales reports, to the General Manager, Hotel Manager and the Managing Director fourth nightly.

**HOBBIES:** READING, TRAVELLING, MUSIC, NETWORKING, COOKING AND OUTDOOR GAMES.

**LANGUAGE:**

English	Fluent
Yoruba	Fluent

**OTHER SKILLS:**

- Microsoft Office Specialist Skills (Word, Excel, PowerPoint, Outlook, Corel Draw, Project Manager)
- Office Management Skills
- Digital Sales, E-Marketing and Business Development Management Skills
- Price Negotiation Skills
- Project Management Skills
- Travel, Tourism and Hospitality Sales and Management Skills
- Hotel Management Consultancy Skills

**REFERENCES:**

- **Barr. Mrs. Bola Ijaodola:** Head of Legal Unit, Eti-Osa Local Government, Iru –Victoria Island Local Development Area, Lagos State. ([bolaijaodola@yahoo.com](mailto:bolaijaodola@yahoo.com).) (+234 813 537 1079)
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