

# ONAKOYA OLASUBOMI ISRAEL

+2348132450965 | [olasubomionakoya@gmail.com](mailto:olasubomionakoya@gmail.com)

## Professional Summary

Result-driven personnel with vast experience overseeing product, operations and logistics roles with a proven track record of operational efficiency and process improvement. A strong collaborator with cross-functional teams, employing data-driven insights to optimize product performance, revenue maximization, customer engagement and retention to contribute to the growth and success of the organization.

## Skills

- |   |   |
|---|---|
| <input type="checkbox"/> Product Management & Provider Onboarding | <input type="checkbox"/> Campaign Management            |
| <input type="checkbox"/> Data Analytics & Reporting               | <input type="checkbox"/> Product Performance Monitoring |
| Proficiency with Microsoft Tools                                  | Effective communication skills                          |
| <input type="checkbox"/> Logistics & Operations Management        | <input type="checkbox"/>                                |

## Work History

### EPL Partners Nigeria Limited (Betbonanza)

#### Product Manager | September 2024 – March 2025

- Successfully managed the development and execution of strategic marketing initiatives that increased product visibility significantly and quantifiably realized a 10% revenue increase, while closely maintaining top-line business targets and successfully increasing player engagement.
- Adeptly guided the deployment of big-data-based loyalty schemes on a grand scale, delivering a significant 20% improvement in player retention ratios and an observable boost to the overall lifetime value of the business.
- Facilitated excellent cross-functional alignment between Marketing, CRM, and Product teams in the support of on-time synergy between go-to-market strategies within new product launches and seasonal occasional promotional activities towards achieving a harmonized effort.
- Effectively performed as the primary customer support liaison, successfully resolving escalated cases and ensuring high levels of proactive user satisfaction through timely and transparent communication coupled with strong issue resolution processes.
- Facilitated end-to-end onboarding and integration processes of new product providers, thereby resulting in a significant improvement in platform functionality and, consequently, impacting a significant 15% increase in overall user engagement with the additional offerings.

#### Customer Engagement Executive | May 2023 – August 2024

- Proactively engaged with potential and existing customers through outbound calls to introduce and promote tailored service and product offerings.
- Delivered personalized product insights and benefit comparisons in a friendly and consultative manner, enhancing customer understanding and trust.
- Played a key role in driving a 20% increase in customer acquisition by nurturing leads, following up on inquiries, and clearly communicating value-driven promotional offers.
- Maintained accurate and comprehensive customer records in the CRM system, ensuring a seamless customer journey through consistent follow-ups and insights based on past interactions.
- Surpassed monthly engagement and conversion targets by 15% through targeted campaigns and proactive outreach, contributing directly to business growth.
- Fostered lasting relationships with customers, leading to a 25% rise in repeat business and improved customer

loyalty through consistent engagement and satisfaction-driven support.

## **LagosBoy Farms (Craigmoore ltd)**

**Operations and Logistic Officer | Sales Manager | March 2017 – December 2022**

- Spearheaded cost-optimization initiatives across operations, achieving a 10% reduction in overall operational expenses while maintaining service quality and efficiency.
- Oversaw end-to-end logistics and sales operations, ensuring timely delivery, inventory accuracy, and customer satisfaction through efficient coordination between supply chain and sales teams.
- Resolved customer issues swiftly and effectively, leading to measurable improvements in client satisfaction and retention.
- Conducted in-depth assessments of customer needs, delivering tailored solutions and accurate information that supported upselling and cross-selling opportunities.
- Led process improvement strategies that boosted overall productivity by 20%, streamlining logistics workflows and aligning operational activities with sales goals.
- Collaborated in strategic planning initiatives for operations, customer service, and IT support, aligning cross-functional objectives to drive business growth and operational excellence.

## **SecureDrivers Consult**

**Position held: HR Assistant/, February 2015- March 2017**

- Maintained accurate, organized, and up-to-date employee records and HR documentation in compliance with internal policies and regulatory requirements.
- Responded to routine inquiries from applicants and employees regarding benefits, recruitment processes, and general HR policies, escalating complex issues to senior HR personnel as needed.
- Managed and redirected incoming office calls, ensuring prompt and professional communication across departments.
- Processed recruitment and termination documentation in coordination with supervisory staff, ensuring timely and compliant HR actions.
- Prepared and submitted personnel action forms related to hiring, terminations, and employee status updates.
- Facilitated new hire orientations and onboarding sessions to ensure smooth integration into the organization.
- Supported payroll processing by identifying and correcting discrepancies, assisting with payroll distribution, and ensuring timely delivery of employee pay.

## **Education**

**Yaba College of Technology, Yaba, Lagos.**

Higher National Diploma Computer Science | **December 2020** Ordinary

National Diploma Computer Science| **September 2016**

## **References**

Available upon request.