

ONAKOYA OLASUBOMI ISRAEL

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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. player satisfaction and business productivity.

Experience

EPL Partners Nigeria Limited (Betbonanza)

Game of Chance Manager | January 2025 - Present

- Develop and execute promotional campaigns to optimize product visibility and increase revenue by 10% while maximizing player engagement and ensuring alignment with business objectives.
- Facilitated 20% player retention increase by implementing effective loyalty programs that boosts player lifetime value and experience.
- Collaborate with marketing, CRM, and product teams to ensure timely execution of campaigns and new product launches.
- Serve as the primary point of contact for support teams, resolving escalations and ensuring high levels of player satisfaction.
- Successfully managed the onboarding, integration, and smooth operational functionality of new product providers achieving an additional 15% optimized users' engagement.
- Provide actionable recommendation by analyzing product performance through data driven optimization and increase success rate by 30% to drive continuous improvement.

Game of Chance Executive | September – December 2024

- Assisted in the planning and execution of product promotions, through improved promotional targeting and segmentation of key players leading to a 5% increase in player engagement.
- Supported the product performance monitoring process, including tracking product metrics and generating performance reports to help improve offerings.
- Contributed to the launch of 50+ new products and integration with cross functional team to improve customer engagement and enhance product offering.
- Managed daily player segmentation, ensuring the effective delivery of tailored offers, including bonuses, free spins, and exclusive promotions.
- Reduced operational cost by 12% by playing a key role in churn prevention and player engagement, executing targeted campaigns to retain existing players through tailored retention initiatives.
- Collaborated with the customer service team to resolve escalated player issues and enhance the overall player experience.

Telesales Executive | May 2023 – August 2024

- Conducted outbound sales calls to potential and existing client to promote services and product offerings.
- Connected with customers to provide product knowledge and recommendations on benefits of products and services in comparison with competitors in a friendly and effective manner.
- Assisted in the 20% customer acquisition increase process by generating leads, following up on inquiries, and effectively communicating promotional offers.
- Maintained detailed customer records, tracking interactions, feedback, and sales conversions in CRM system.

- Exceeded monthly sales targets by 15% by delivering targeted promotions and showcasing value to prospective players leading to the overall growth of the business through successful telesales strategies.
- Developed long-term customer relationships, resulting in a 25% increase in repeat business and overall retention.

LagosBoy Farms (Craigmoores LTD)

Operations/ Logistic/Customer Support Manager| March 2017 – December 2022

- Optimized operational processes by reducing operational cost by 10% across all business functions.
- Handled and resolved customer complaints promptly yielding increased customer satisfaction.
- Identified and assessed customer needs, delivering accurate and complete information.
- Streamlined operations and identified process improvements to enhance productivity leading to a 20% increase in productivity across.
- Participated in strategic planning and goal-setting for operations, customer service, and IT support.

SecureDrivers Consult

Position held: HR Assistant/Front desk Personnel, February 2015- March 2017

- Maintained accurate and up-to-date human resource files, and documentation.
- Answered frequently asked questions from applicants and employees relative to benefits, hiring processes and refer more complex questions to appropriate senior- level HR staff
- Answered and redirected incoming phone calls for the office
- Processed employee recruitment and termination paperwork at direction of supervisory staff.
- Created and completed personnel action forms for hires, terminations and updates.
- Conducted and assisted with hiring orientation and performed other duties as assigned
- Assisted with payroll functions processing, fixing errors and distributed cheques.

Skills and Coursework

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

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.