

## Contact

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## Top Skills

Statistical Data Analysis  
Reporting & Analysis  
Experiential Marketing

# Olabanji Ogunyale

Data Analyst/Project Management | Event Management | |  
Leveraging Data Analytics Tools (Excel, Power BI, Tableau, SQL) to  
drive Marketing Strategies & Drive Business Growth  
Lagos State, Nigeria

## Summary

Data Analyst & Marketing Professional | Leveraging Data Analytics  
Tools (Excel, Power BI Tableau, SQL) to drive Marketing Strategies  
& Drive Business Growth

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## Experience

### Ideazqution Consulting

3 years 10 months

#### Business Operation Manager

June 2021 - Present (3 years 7 months)

Lagos State, Nigeria

#### Business Operations Manager

March 2021 - Present (3 years 10 months)

Nigeria

Brand: Hero MotorCorp

Position Held: Regional Supervisor

Task Overview: Hero Hunter Bike by Hero Motors Corps was launched in  
Nigeria in 2021. The campaign was conducted in 2 Weeler parks across the  
South West Region of Nigeria. Activities carried out include:

At the end of the two-month campaign, the product became well-known  
through awareness activities, a roadshow, product demo. Over 100% of the  
agreed target for awareness and engagement was achieved.

Brand: TotalEnergies

Project/Campaign/Intervention: Hi-Perf Bajaj Boxer and RE Lubricant  
Awareness & Sales Drive

Position: Business Operation Manager

Brand Overview: The Hi-Perf Bajaj Boxer and RE oil are lubricants specially formulated and developed by TotalEnergies and Bajaj for 2-wheelers (Okada) & 3-wheelers (Keke).

TotalEnergies intends to formally launch this product range to the market. This partnership is aimed at disrupting the market and with its partnership with a major player in the production of 2 and 3-wheelers, the brand has made a clear statement in the industry that it is here to stay. Activities carried out include:

- o Town storm across 2 & 3-wheelers park
- o Sales of the Hi-Perf Lubricant
- o Roadshow at 2 & 3-Wheeler parks pan Nigeria
- o Awareness activities at 2 & 3-Wheeler association meetings

Brand: TVS Motor Company

Project/Campaign/Intervention: TVS Awareness activities and events

Position: Business Operation Manager

Brand Overview: TVS Motor Company is an automobile manufacturing company, that specialized in the manufacturing of 2-wheelers and 3-wheelers. TVS currently has over 60% of the 3-wheeler market share in Nigeria. TVS Motors is also the second largest two-wheeler export manufacturer from India and one among the top ten in the world. Activities Carried out include:

- o Series of awareness campaigns for their 2 & 3-wheeler brands
- o Series of events for their 2 & 3 for their 2 & 3-wheeler brands

Exp Agency

Project Supervisor

2006 - September 2020 (14 years)

1. Behavioral Change Intervention

Brand: International Finance Cooperation (IFC)

Project/ Campaign/Intervention: International Finance Cooperation (IFC)  
Lighting Africa

Position Held: Supervisor

Task Overview:

The IFC – World Bank Lighting Africa program was carried out pan Nigeria. It was an initiative largely driven by perception and behavioural change marketing tactics.

The objective of the program was to change people's behaviour from the use of sources of light that are harmful to their lives, health and finances to affordable, clean, modern solar lighting products (Solar lamps and home systems).

Comparisons were made between the solar systems and products such as bush lamps, kerosene lanterns, and candles amongst others) to show the target audience the need to make the switch.

The program was part of the World Bank Group's wider effort toward the goals of sustainable energy for all by 2030.

The project was launched in 2015 and ran till 2019 pan Nigeria.

Brand: MTN

Task Overview: The campaign was carried out to migrate consumers from their old platform to the new (Q4 prepositions) one, the campaign was carried out in open markets where consumers were educated on all the benefits that come with the new plans and the consumers were also migrated to the new plans immediately. The activities run for 3 months in Lagos. This was a perception change marketing stunt and activities carried out include

- o Open Markets Shows
- o Awareness and Brand Visibility
- o One on One Interaction
- o Migration of consumers to a new platform
- o Sales of MTN SIM and Registration
- o Sharing of fliers

Brand: Arla Food

Project/Campaign/Intervention: Dano Sales and Sampling Activation

Position Held: Supervisor

Task Overview: Dano Sales and Sampling activation was carried out in open markets across Southwest, the campaigns were a sales-driven campaign

through wet sampling activities. Consumers were sampled chilled Dano milk and dry sampling was also carried out.

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## Education

### SkillAhead Academy

Data Analytics Course, Data Analytics · (September 2024 - November 2034)

### Lagos State University of technology

Higher National Diploma, Business Administration and Management,  
General · (July 2018 - November 2020)