

Business Development | Frontend Developer | Product Management and Design

**CAREER STRATEGIC PURPOSE:** I am a seasoned professional with 3+ years solid background as a Business Development Officer who is driven by a love for organizing effective transformations. I specialize in strategic business development and Marketing, I have continually accelerated corporate success by directing projects that exceeded expectations, resulting in increased business income and growth. I am also a passionate and skilled Frontend Developer with expertise in HTML, CSS, JavaScript. I am positioned to be a catalyst for impactful change in the industry, driven by a passion to create effective solutions and manage result driven teams.

Career Development, Experience and Achievements

Paylode Services Limited

Role: Business Development Manager

2020 - Present

- Pioneered the development and marketing of the company's payment gateway, identifying key areas for future growth, new market entry, and staying ahead of emerging trends. This strategic approach resulted in a 15% increase in the company's market share.
- Successfully nurtured and maintained robust relationships with existing clients, leading to a 25% improvement in customer satisfaction.
- Proactively addressed client needs, provided exceptional customer service, and identified upselling and cross-selling opportunities, contributing to a 20% boost in revenue from existing accounts.
- Masterfully negotiated contracts, terms, and pricing with clients, securing new payment gateway opportunities. Closed high-stakes deals and ensured seamless transitions to account management or project teams, resulting in a 30% expansion of the client portfolio and increased project efficiency.
- Established and cultivated strategic partnerships with key stakeholders, including industry influencers, strategic partners, suppliers, and government agencies. Leveraged these relationships to gain valuable insights, access new markets, and elevate the company's reputation, ultimately leading to a 40% increase in company's payment gateway recognition.
- Collaborate cross-functionally with internal teams, including marketing, sales, operations, and product development, to align business development strategies with overall company objectives. Developed and executed individual partnership agreements, leading to a 20% improvement in interdepartmental synergy and streamlined processes.
- Prepared and delivered persuasive proposals tailored to client requirements, enhancing the success rate of securing new partnerships by 25%.

Clairvoyant Business Options

Role: Business Development Officer

2018-2019

- Developed and executed MTN Audapp (A Podcast Application), while collaborating cross-functionally with internal teams, including marketing, sales, operations, and product development, to align business development strategies with overall company objectives leading to a 20% improvement in interdepartmental synergy and streamlined processes.
- Pioneered a comprehensive market research and analysis initiative, identifying key areas for future growth, new market entry, and staying ahead of emerging trends. This strategic approach resulted in a 15% increase in the company's market share.
- Successfully nurtured and maintained robust relationships with existing VAS clients, leading to a 25% improvement in customer satisfaction.
- Proactively addressed client needs, provided exceptional customer service, and identified upselling and cross-selling opportunities, contributing to a 20% boost in revenue from existing accounts.
- Masterfully negotiated contracts, terms, and pricing with clients, securing new business opportunities. Closed

high- stakes deals and ensured seamless transitions to account management or project teams, resulting in a 30% expansion of the client portfolio and increased project efficiency.

- Established and cultivated strategic partnerships with key VAS Agregators, including industry influencers, strategic partners, suppliers, and government agencies. Leveraged these relationships to gain valuable insights, access new markets, and elevate the company's reputation, ultimately leading to a 40% increase in brand visibility and industry recognition.
- Prepared and delivered persuasive proposals tailored to client requirements, enhancing the success rate of securing new partnerships by 25%.
- Demonstrated proficiency in optimizing digital advertising efforts, resulting in a 25% increase in overall campaign performance. Managed relationships with advertising partners and platforms, ensuring efficient collaboration and achieving targeted objectives in display advertising, remarketing campaigns, affiliate marketing, and influencer collaborations.

## EDUCATION

- Hult International Business School

Master of Science – International Business | 2019-2020

- Babcock University

Bachelor of Science - Agricultural Economics | 2013-2018

## PUBLICATION

- [Economic analysis on watermelon marketing](#)

## CERTIFICATION

- Techtimal Org -Product Design Certification
- Udemy- Frontend Development (Proficient in HTML5, CSS3, JavaScript )

**SKILLS:** Microsoft Word | Marketing Strategy | Digital Marketing | Fintech Payments | Risk Management | Communication | Leadership | Time Management | Budget Management | Stakeholder Management | Problem-Solving | Quality Management | Adaptability | Negotiation | Technical Knowledge | Resource Management | Microsoft PowerPoint| Documentation | Critical Thinking | Conflict Resolution | Customer Focus | Procurement Management | Team Building | Web Development