

AYOBOLA LAWAL

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Career Objective

My long-term aim is to be a Corporate Business Development and Strategy Professional. I intend to pursue a career in these fields and to be offered a challenging, fulfilling and career rewarding job while developing my skills yet further. I aim to work in an organization where I can add value, contribute to the performance and growth of their existing Business Development, Strategy or Marketing departments.

Personal Attributes and Skills

I am a master's degree holder, a results-oriented individual and a good team player with brilliant communication skills, good interpersonal and leadership skills, clients' relationship management, analytical and strategic skills. I work well under pressure and able to meet pressing deadlines. I adapt easily to any work environment and tackle all tasks with the utmost maturity and professionalism. I am creative, honest, innovative, customer focused, a keen, hardworking and reliable individual.

I have strong negotiation, persuasive, problem-solving and organizational skills having worked in diverse sectors. I am also excellent with time keeping and capable of collaborating and working on my own initiative with minimum supervision. I am computer literate, Social Media Savvy and have experience using the suite of Microsoft Office software comprising of MS-Word, Excel, PowerPoint, social media and the Internet.

Competencies

Strategy, Business Development, Marketing, CSR, Customers Retention and Corporate Communication.

Work Experience

Position Held: Business Development Manager

Crown Interactive Limited October 2020 to date. (Contract Job)

#45B Admiralty Road, Lekki Phase 1. Lagos.

Job Responsibilities:

- Developing business proposals for new sales and pitching company's products and solutions.
- Generating new leads and potential new markets in the manufacturing value chain.
- Managing the sales team to generate new business.
- Planning and overseeing new marketing initiatives, growth strategies and customers' needs.
- Building long-term relationships with new and existing customers to increase their loyalty.
- Training team members to develop their skills and increase their productivity.
- Engaging in virtual and onsite presentations, webinars, and networking sessions.
- Pitching the company's CICOD eBusiness solution to targeted companies.

Position Held: Senior Manager, Sales & Marketing

SocketWorks Limited February 2017 to September 2020.

#1a Adedeji Adelowo Street off Admiralty Way, Lekki Phase 1. Lagos.

Job Responsibilities:

- Managing the sales and marketing team in Lagos and Abuja to generate new business.
- Pitching to new leads, engaging in direct sales and marketing of our software, ePayments, billing, process automation, revenue generation solutions to our target market.
- Developing strategies for our software solutions and the content for our marketing communications - Website and other marketing materials
- Preparing Proposals for new prospects and developing SLAs for new clients
- Developing documents and response for our submissions to EOIs, Tenders and bids.
- Engaging in presentations, R&D, attending networking events, Collaborating with Ghana's Sales office

Position Held: Business Development Executive

Tavia Technologies Limited May 2016 to February 2017.

Motorways Centre, Motorways Avenue, Oregon - Ikeja. Lagos

Job Responsibilities:

- Evaluating RFP's and client's briefs and preparing proposals to respond to them
- Generating new leads and sourcing for new opportunities for Tavia's software solutions
- Engaging existing clients for their satisfaction and repeated business
- Preparing SLAs for new clients and following up for Support services after projects completion
- Liaising with Microsoft, Oracle, K2, SAP and other OEMs for feedback to client's requests
- Engaging in strategy, presentations, networking events and creating awareness for our IT solutions
- Coordinating our participation and submission of documents for bids and tenders.

Position Held: Marketing Manager

Training Finder Online Limited July 2015 to April 2016

Adeyemo Alakija Street, Victoria Island - Lagos

Job Responsibilities:

- Promoting Training Finder's online platform and courses to corporate clients and individuals
- Generating new leads, developing marketing strategies and implementation to increase training sales.
- Managing and supporting the sales team as well as the training providers
- Planning and evaluating the marketing budget to maximize productivity.
- Coordinating foreign trainings, special events, fairs, career forums and exhibitions.
- Identifying our target markets and pitching our services to them.

Position Held: Business Development Manager

Access Services Limited July 2013 to June 2015

North Kaneshie – Accra, Ghana.

Job Responsibilities:

- Developed marketing strategies to increase our brand visibility and penetration.
- Increased revenue through generating new leads.
- Coordinated the marketing departments of Accra and Kumasi offices.
- Prospected for new clients and following up on business opportunities.
- Prepared proposals and service agreements for potential clients, negotiated contracts and conducted presentations to close deals.
- Engaged in debt recovery and built key customer relationships.
- Developed and executed marketing strategies to acquire and retain new contracts.

Position Held: Marketing Manager

Alu AFRICA Limited, ZEERA Group 2012 – 2013 (Contract Job)

Asylum Down – Accra, Ghana.

Job Responsibilities:

- Carried out competitors' analysis and coordinated the marketing activities of the company.
- Generated new leads through direct marketing to Real estate developers and corporate organizations.
- Developed a sustainable marketing strategy for the company to generate more revenue.
- Organized our participation in industry events (GREDA) and exhibitions.
- Structured the marketing budget of the company and the overall marketing strategic plan.
- Managed and negotiated with new clients, prepared proposals and coordinated the after-sales service.

Position Held: Marketing / Business Development Executive

Brand Effect Limited October 2010 - October 2012

East Legon – Accra, Ghana.

Job Responsibilities:

- Developed sustainable CSR initiatives for major companies in Ghana.
- Developed marketing strategies and its implementation for clients' businesses.
- Handled briefs for corporate organizations with focus on brand management, marketing communication.
- Developed strategies to increase brand awareness and generate new businesses for our clients.
- Identified and researched new business opportunities, new markets and growth prospects that helped the company to maximize profits.
- Organized corporate events, media launch and initiating strategic plan.

- Built partnerships with other businesses in order to have a greater market share and generate more revenue for the company.
- Initiated penetrating strategies for the company to maximize profits and expand. Attract new clients and penetrate existing markets.

Position Held: Financial Planner

AIICO General Insurance Plc. 2008 - 2009

Ikeja – Lagos, Nigeria.

Job Responsibilities:

- Identified and provided solutions to manage client's risks.
- Helped clients to create personal budgets and plans for new insurance policies.
- Attended to client's inquiries and resolved their complaints satisfactorily.
- Built good customer relations with clients to generate repeated business.
- Processed clients' orders according to established department policies and procedures.
- Generated an increase in revenue through promotion of company's core services.

Educational Background

- **Professional Development Certificate in Marketing (2014)**
IOCB London
- **Master's in Public and International Affairs MPIA (2010)**
University of Lagos, Nigeria.
- **B.A. (Hons.) English (2007)**
University of Lagos, Nigeria.

Awards Received

- Best Literature in English Student 1999
Federal Government College Odogbolu, Ogun State. Nigeria.
- Faculty of Arts, Department of English Extraordinary Award for the organizing of activities for 2007 graduating class.

Interests

Networking, writing, playing billiards, Reading e-books on business growth and investment.

References are available upon request.