

OLADELE JUMAEI PRECIOUS

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PROFESSIONAL SUMMARY:

Passionate and result-driven product marketing specialist, leveraging a background in software sales and account management. Adept at translating technical features, IT and SaaS solutions into compelling narratives, driving sales growth. A collaborative communicator with a proactive approach to problem-solving, fostering client relationships and ensuring strategic product positioning.

EDUCATION/QUALIFICATIONS

Higher National Diploma (Microbiology)

The Polytechnic Ibadan. (2020)

National Diploma (Science Laboratory Technology)

The Polytechnic Ibadan. (2016)

WORK EXPERIENCE:

Senior Sales Executive

AXON ANALYTICS- Victoria Island, Lagos

Key roles and Achievements:

- Crafted and executed impactful digital marketing and SaaS sales strategies for the company's proprietary martech software (Netcore cloud)
- Collaborated with cross-functional teams to gather insights and conduct market research, ensuring products are aligned with customer needs and market trends.
- Lead the creation of engaging product collateral, including sales presentations, product guides, and demo videos.
- Analyzed and gave report on key performance indicators, providing actionable insights to enhance marketing effectiveness.
- Developed and refined product positioning, messaging, and value propositions to effectively communicate product benefits to target audiences.

Lead Relationship Executive (Remote) (May-November 2023)

SIEVE CONSULTANCY

Key roles and Achievements:

- Formulated and executed product-specific marketing plans to address clients' business needs.
- Collaborated with brand strategists on innovative campaigns, elevating product positioning.
- Built and maintained key relationships within client organizations.
- Created persuasive competitive analysis pitches to facilitate product sales closures.

Sales Executive - Cybersecurity Software Sales (September 2022 – April 2023)

BOCH SYSTEMS LIMITED - Ikeja, Lagos

Key roles and Achievements:

- Exceeded sales targets by 80%, scheduling and conducting successful product-focused meetings.
- Managed and resolved customer complaints, expanding market and customer base.
- Developed and maintained long-term client relationships, contributing to a thriving sales pipeline.
- Expertly handled lead generation and prospecting for cybersecurity software solutions.
- Conducted competitive analysis to identify market opportunities and threats, enabling informed decision-making.

Relationship Management/Sales (March 2022 – August 2022)

OPTIVA CAPITAL PARTNERS - Victoria Island, Lagos

Key roles and Achievements:

- Initiated and closed a \$50,000 wealth management deal through strategic product marketing.
- Conducted lead generation and prospecting for partnered investment fund houses.
- Resolved queries and maintaining strong customer relations.
- Ensured the highest quality sales, supply, and customer service processes.

Sales & Marketing officer (2016 – 2017)

MAX CONNECTIONS LIMITED

Key roles and Achievements:

- Prepared marketing and sales strategies.
- Conducted extensive research on competitors' products and services.
- Supervised marketing campaigns.
- Prepared budgets and campaign execution plans.

- Handled clients' complaints, negotiated favorable deals and managed their feedback.
- Supervised marketing campaigns across social media platforms.
- Executed campaigns to create awareness of the company's products and services offering

LEADERSHIP AND VOLUNTEER WORK

Assistant Presiding Officer 1 in charge of Voters verification for the 2019 General Elections conducted by the Independent National Electoral Commission (INEC) in Alimosho Local Government Area, Lagos State.

SKILLS

- Strategic Planning: Developed and executed product marketing strategies aligned with business goals.
- Market Research: Conducted thorough market research to identify opportunities and threats.
- Messaging and Positioning: Crafted compelling product messaging and positioning to resonate with target audiences.
- Collaboration: Worked closely with cross-functional teams, fostering effective communication and collaboration.
- Data Analysis: Utilized data-driven insights to make informed decisions and optimize marketing strategies.
- Project Management: Successfully managed end-to-end brand/product-led campaigns, ensuring timely and efficient execution.
- Communication: Exceptional written and verbal communication skills for creating impactful product collateral and presenting to diverse audiences.
- Good problem solving instincts: Sound and quick thinker with a strong attention to detail, and focus on results.
- Excellent communication and interpersonal skills.
- Ability to build and maintain personal relationship with clients, **and** internal team members.
- Strong attention to details and accuracy.
- Strong organizational and time management skills.
- Proven work discipline.
- Negotiation skills
- Customer service.

REFERENCES

Available on request