OLAKITAN AYOOLA DAVID

COUNTRY MANAGER

Location : Lagos, Nigeria

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Education

- Bachelor of Science, Geography and Planning — 2009 - 2014
  University of Lagos, Nigeria.
- Secondary School Leaving Certificate Examination (SSCE) — 2001 - 2006
  Living Stone Model College, Ketu, Lagos.

Experience

HEIR INSURANCE — **JULY 2026 - PRESENT**
Unit Manager (HYBRID)

Job Description

- Recruit sales agent
- Train sales agent
- Maintain team performance
- Meet sales target and manage team based on KPI

FORTUNETECH NIGERIA LIMITD — **JULY 2023 – JULY 2026**
Country manager/Head channel operations (WA)

Job Description

- Manage business day to day activities and external communications
- Manage a team of Managers to develop product and sell product in Fin tech and business developments
- Creating new B2B businesses with clients
- Create good evaluation and market study and structure
- Create new innovative ideas and discuss with management on how to realize goals and target
- Creating plans, controlling and implementing financial budget for projects.
- Maintaining operational and sales standard of operations (SOP).
- Developing and maintaining the functionality of other departments , which includes the IT department , product marketing department , finance , and Human resource / admin .
- Working with compliance department to ensure government regulations are been updated and put into practice for individual clients and B2B co operations.
- Banking cooperation and international cooperation (Nigeria/Ghana/west africa)
- Oversee all business cooperation in Nigeria and handle all business clients
- Oversee staff recruitment processing and all management teams and departments

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TRANSSNET FINANCIALS (PALMPAY) **APRIL 2021 – NOV 2021**

City Manager (PalmWifi/Group discount/QR code)

Job Description

- Manage Palmwifi / Group discount / QR code in Lagos and close environment
- Manage a team of Managers to develop product and sell product to merchant
- Creating New sales strategy for team
- Create KPI target and evaluate team activity
- Manage all Regions in Lagos state and environment
- Study market change and structure, create new sales method and create strong customer relationship with merchants
- Create good evaluation and market study and structure
- Create new innovative ideas and discuss with management on how to realize goals and target for effective marketing and sales

TRANSSNET FINANCIALS (PALMPAY) **Dec 2020- April 2021**

Industry Pilot Manager (City Manager)

Job Description

- Create New products and manage Merchant Team
- Recruit Business Development managers and Business Analyst to promote and monitor product life span
- Create and Implement products
- Analyze financial market and work on new financial products
- Create cooperation with Merchants and third-party client to make product work effectively
- Manage merchant team and test run product and monitor Product ROI
- Discuss with management team on New products and create strong Implementation plans
- Manage all on-boarding Agents on New product and train them on how to sell product to merchants.

NOBLE GROUNDS LIMITED **Nov 2020- Dec 2020**

Head of Marketing and Sales

Job Description

- Handle marketing department and sales team
- Create Marketing strategies to move sales
- Create sales team weekly target
- Create Promotional promo programs for increase in sale
- Recruit and trains sales and marketing team on how to market and sell product
- Discuss and talk to clients on New products development and promo
- Create team KPI and targets.
- Manage and trained digital marketing team for online product awareness
- Create online design for product marketing (LinkedIn / Facebook and twitter)

NEWEDGE FINANCE (PALMCREDIT) **Oct 2019- Oct 2020**

Business & product marketing manager

Job Description

- Create third party cooperation for product.
- Analyze market and create new selling platform for product.
- Monitor product visibility and customer satisfaction.
- Providing online and Offline decision for product marketing strategy.
- Product branding and communication.
- Business decision for product need.
- Increase product conversion rate with business strategy.
- Maintain customers' satisfactions and needs.
- Developed team communications and information for third party cooperation meetings.
- Monitored social media and online sources for industry trends.
- Increased customer satisfaction by resolving Palmcredit product issues.
- Drove operational improvements which resulted in savings and improved profit margins.
- Resolved Palmcredit products problems, improved operations and provided exceptional client support

TRANSSNET FINANCIALS (PALMCREDIT) **August 2019 – Sept 2019.**

Product Optimization Analyst/ Competitor Analyst

Job Description

- Communicate and organizing product needs
- Study product and optimize for effective use
- Working with product team to create new products
- Creating competition strategy feedback
- Analysis on Market and industry for better sales
- Providing Offline and Online decision for marketing strategy
- Manage and making necessary upgrade on products.

RENMONEY MICROFINANCE. **June 2019 – July 2019**
Online Retail Activation Officer

Job Description

- Managing sales on daily basis
- Open online account for customers
- Creating campaigns on products
- Product branding
- Creating online awareness of products

SALES AND DISTRIBUTION SOLUTIONS **Feb 2019 – May 2019**
Key Account Manager

Job Description

- Managing sales on daily basis
- Marketing Trackerpal as on online application
- Creating campaigns on products
- Product branding
- Creating online awareness of products

Skills

| Fluent in English | Exhibitions | GIS | Managing |Marketing strategy| Product marketing | Media buying | Excel | Microsoft office | Power Point | Ms word | Networking | Researching | sales | selling | Strategy | Digital Marketing | product management | project management | product design | product optimization.

Certification

- BUSINESS COMMUNICATIONS AND TEAM MANAGEMENT (ALISON SCHOOLS)
- PROJECT MANAGEMENT PROFFESSIONAL (CLARION TECH)
- SALES AND MARKETING MANAGEMENT (ALISON SCHOOLS)
- PRODUCT DESIGN AND USER INNOVATIONS (ALISON SCHOOLS)
- USER INTERFACE AND USER EXPERINCE DESIGNER (PLURALCODE ACADEMY)
- PRODUCT MARKET MANAGEMENT (UTIVA SCHOOLS)

REFREE

REFERENCES AVAILABLE UPON REQUEST