AJAYI FRANCIS

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PROFESSIONAL SUMMARY

Results-driven Team Leader and Computer Science undergraduate with a proven track record in digital product adoption, merchant acquisition, customer engagement, and team coordination. Experienced in sales strategy, visual media design, digital marketing, and client service, with a strong ability to work toward targets and deliver results in fast-paced environments.

WORK EXPERIENCE

Sales Team Leader | Free Buy — January 2026 – September 2026

- Spearheaded a field sales team responsible for onboarding new merchants and active consumers onto the Free Buy e-commerce platform.
- Drove user adoption by educating merchants and customers on platform functionality, supporting strong conversion and repeat purchases.
- Achieved monthly user-acquisition and transaction-volume targets through strategic outreach and local promotion.
- Supported coordinated digital marketing and social media campaigns to improve brand visibility and user engagement.

Graphic Designer | Freelance / Design Services — 2024 – Present

- Created print-ready promotional flyers, logos, digital branding assets, and marketing materials using Canva and CorelDRAW Graphics Suite.
- Managed client requirements from consultation to final delivery, incorporating feedback accurately and professionally.
- Prepared high-quality vector and raster layouts suitable for physical and digital publication.

Sales Representative | Retail Services — 2023 – 2024

- Maintained inventory controls and organized stock layouts to streamline customer purchasing.
- Resolved customer enquiries and complaints efficiently while supporting client retention and repeat visits.
- Compiled weekly sales analytics using Microsoft Excel to support promotional planning and demand forecasting.

EDUCATION

Lagos State University — B.Sc. Computer Science (Part-Time) — Expected 2027

King David College — 2015 – 2020

Honey Rose Nursery and Primary School — 2010 – 2015

SKILLS & COMPETENCIES

Sales & Leadership: Merchant Acquisition, User Onboarding, Team Management, Target Execution, Field Marketing, Client Pitching

Design & Digital Media: CorelDRAW Graphics Suite, Canva, Social Media Marketing, Visual Branding, Layout Design

Technical & Productivity: Microsoft Office Suite (Excel, Word, PowerPoint)

CERTIFICATIONS

- Senior School Certificate Examination (WASSCE)

References available upon request.