Charles Babawale

Sales, Marketing and Business Development Professional

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Summary

Commercially driven Sales and Business Development professional with over six years of experience building pipeline, winning new accounts, and growing revenue across B2B, B2C, and institutional client segments. Proven track record generating 250+ qualified leads monthly, converting outbound prospecting and referral partnerships into closed business, and managing key accounts through structured, relationship-led follow-up. Skilled in pipeline management, account growth, vendor and partner coordination, and cross-functional collaboration with marketing and operations to protect margins and deliver on sales targets. Comfortable owning a territory or segment plan end to end, from prospecting through close, retention, and repeat business.

Personal Information

Currently Employed: No

Highest Level of Education: Undergraduate

Industry: Banking & Finance, Customer Service, Management, Marketing, Media & Communications, Sales

NYSC Status: Completed

Work Experience

Business Developer

GreyParrot Media • Lagos

August 2026 to November 2026

- Researched and generated 800+ prospective author leads across Nigerian and international markets
- Ran targeted cold-email and WhatsApp outreach campaigns to acquire new clients and create business opportunities
- Managed prospects through the full sales funnel, from first contact and qualification to discovery, follow-up, negotiation and onboarding
- Conducted and coordinated discovery calls to understand each author's book, goals, timeline and budget, progressing interested prospects to NDAs and audiobook feasibility assessments
- Handled client enquiries, follow-ups, pricing objections and commercial discussions to nurture prospective business relationships
- Maintained and enriched prospect databases and CRM records, tracking contact details, engagement history, call outcomes, next actions and pipeline status
- Identified opportunities to expand audiobook production and distribution services among authors and publishers, including potential referral sources and partners

Sales and Marketing Executive

Ellarose Interiors • Lekki

April 2025 to April 2026

- Owned pipeline end to end, generating an average of 250 qualified leads per month through outbound prospecting, referral partnerships, and structured follow-up systems
- Converted inbound demand into a consistent sales pipeline, driving 10–20 daily enquiries through targeted digital engagement
- Won and delivered four major client accounts, coordinating with design and operations teams to protect delivery quality and client satisfaction
- Managed monthly campaign budgets of ₦100,000–₦200,000, tracking vendor and channel performance against ROI
- Built a structured marketing and sales roadmap aligning executive growth targets with measurable pipeline execution
- Coordinated external vendors and freelancers (developers, designers, ad specialists), maintaining delivery timelines and commercial standards

Technical Sales Consultant

Costarchem Nigeria • Ikeja

April 2021 to October 2021

- Identified and pursued under-served B2B construction accounts through market research and consultative, solution-led engagement
- Converted technical product specifications into client-ready commercial proposals in partnership with technical teams
- Tracked sales performance and client feedback to inform account strategy and prioritisation across the territory

Financial Sales Executive

Prudential Zenith Life Insurance • Lagos

May 2018 to January 2020

- Built and managed a personal client portfolio in a regulated financial services environment through structured outreach, referrals, and follow-up — driving retention over one-off sales
- Delivered compliant, value-based client communication to close life insurance business and build long-term trust
- Maintained accurate pipeline documentation and reporting in line with insurance compliance and governance standards

Brand Representative

LeO Monde Collections • Oyo

January 2016 to May 2018

- Represented the brand at point of sale, strengthening client-facing communication and relationship-building fundamentals
- Managed transactions, merchandise delivery, and returns, ensuring accurate records and consistent customer satisfaction

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Education

Anatomy (Undergraduate)

Ladoke Akintola University of Technology • Ogbomoso

October 2010 to December 2015

Licenses and Certifications

Comprehensive Digital Marketing

January 2021 to Present

Bancassurance Referral Officer

May 2018 to Present

Skills

Client Retention **Pipeline & Territory Management** **Campaign Conversion** **B2B/B2C/Institutional Sales** **Vendor & Partner Management** **Communication skills** **Account Management** **Sales Forecasting & Reporting** **Negotiation** **Leadership** **Time management** **Account management experience** **Sales** **Organizational skills** **New Business Development** **Stakeholder Management** **Lead Generation** **Upselling & Cross-Selling**