OLAJIRE DAVID OLAWONUOLA

Sales & Marketing Manager

PROFESSIONAL SUMMARY

Experienced Marketing Manager with over 4 years of expertise in developing and promoting sales and to drive business growth and brand recognition. Proven track record in increasing sales, improving customer engagement, and leading high-performing marketing teams. Enthusiastic about joining a dynamic marketing team to contribute to the brand's success and achieve marketing objectives.

WORK HISTORY

Marketing Manager *2023-Till Date*

Havens Travel and Tour - Lagos, Nigeria

- Utilizing sales and telemarketing techniques designed to increase product sales
- Developed and managed a marketing inbound lead system using Email marketing, Salesforce, Wordpress, and Social Media.
- Updated the CRM database and provided marketing reports, and analysis.
- Fostered new business through improvements to lead generation and direct marketing
- Analyzing various marketing methods to identify the most effective method in securing new clients.
- Analyzing client bases and feeds to find new types of customers and sells to them accordingly.
- Analyzed market trends and competitor activities to identify opportunities and threats, adjusting marketing plans accordingly.
- Supported the sales team with lead generation activities and follow-up communications

Affiliate Marketing Manager *2021-2023*

Havens Travel and Tour - Lagos, Nigeria

- Implemented data-driven strategies to identify and recruit high-performing affiliates, resulting in a 20% increase in affiliate sales
- Negotiated commission rates and partnership terms with affiliates to maximize profitability and ROI
- Worked closely with the creative team to develop compelling affiliate marketing assets and promotional materials.
- Provided insights to improve conversion rates.
- Conduct periodic meeting with affiliates to gather report on clients needs and market niche.

CONTACT

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SKILLS

- Time Management
- Adaptability
- Project Management
- Multitasking,
- Resource Management
- Emotional Intelligence
- Customer satisfaction
- Client Management
- Crisis Management
- Negotiation Skills
- Analytical and Critical Thinking
- Problem solving
- Proficient in Microsoft Office Suite
- Content Marketing
- Email Marketing Campaigns
- Market Research
- Lead Generation
- CRM Tools
- Email Marketing
- HubSpot CRM
- Salesforce
- MailChimp

Customer Care Assistant 2018 - 2019

Pleasant Group - Lagos State, Nigeria

- Resolved an average of 300 inquiries per week and consistently met performance benchmarks.
- Contributed towards attaining the highest customer service ratings (as determined by external auditors) for the company; received 100% positive feedback in communication skills, listening skills, problem solving, and politeness.
- Tracked customer experience metrics and ensured that customers received excellent service, Liaised with sales and marketing departments to provide customer trends and reports
- Effectively used Customer Relationship Management software to serve customers better and faster with minimal errors.
- Made calls upon existing as well as prospective customers to expand or establish business relationship and ensure customers' overall satisfaction
- Resolved client inquiries and complains and document conversation for record keeping and analysis

EDUCATION

Senior Secondary School Leaving Certificate
TAI SUPREME PILLERS COLLEGE, LAGOS, NIGERIA

National Diploma in Architecture (Upper Credit)
LAGOS STATE POLYTECHNIC, IKORODU 2016-2018

Higher National Diploma in Civil Engineering (First Class Degree)
LAGOS STATE POLYTECHNIC, IKORODU 2019-2021