OMOTAYO KAYODE MARTINS

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Business Manager | Business Development, Marketing & Sales Leadership | Client Relationships & Revenue Growth

Professional Summary

Business Manager with over six years of experience running operations, leading teams and looking after client, supplier and partner relationships across multiple sites. Has led teams of up to 30 staff and supervised a network of more than 20 sales and operations affiliates, setting targets, checking results and holding people to them. Won a £5,000 UK grant for Lafeza Consults Ltd in May 2025, sponsored by Eventities Business Development. Reports to management with figures and evidence, and is known for finishing what is started instead of passing problems up the line. Holds Google certificates in Digital Marketing and Project Management, and is currently completing an MSc in Business Administration.

Core Competencies

- Business development and revenue growth
- Finding new clients, partners and business opportunities
- Sales team leadership, targets and accountability
- Digital marketing and brand visibility
- Client relationship management and retention
- Strategic partnerships and third-party coordination
- Sales performance monitoring and management reporting
- Market awareness and spotting areas for expansion
- Multi-site operations and team leadership
- Cost control and detecting revenue leakage
- Supplier management and procurement
- Tools: Odoo ERP, QuickBooks Commerce, Zoho Inventory, Square POS, Microsoft Excel

Key Achievements at a Glance

- **Grant won:** won a £5,000 grant for Lafeza Consults Ltd in May 2025 through the UK grant sponsored by Eventities Business Development.
- **Team leadership:** led up to 30 direct and cross-functional staff, plus a network of more than 20 remote and on-site sales and operations affiliates.
- **Multi-site leadership:** managed operations across up to four concurrent locations under one consistent operating standard.
- **Asset control:** kept strict control of inventory valued at over ₦250 million, and investigated variances instead of simply adjusting them.
- **Customer delivery:** built order-verification and goods-received workflows that significantly reduced dispatch errors.
- **Management reporting:** produced daily and weekly reports that explained variances with documentary evidence.

Professional Experience

Business & Operations Manager

Cypherfix Multibiz International Ltd, Lagos, Nigeria | Sep 2024 to Present

- Lead delivery across multiple project staging sites, applying one standard to all sales fulfilment, dispatch and administrative work.
- Own the order-to-fulfilment process and work with third-party logistics partners so that goods loaded match customer orders and are delivered on time, which protects client satisfaction and repeat business.
- Set up Odoo ERP as the main record for cross-location inventory so that management has accurate data for sales and stock decisions.
- Reconcile stock movements against sales and finance records with the accounting team to find leakages and bring costs under control.
- Put operational procedures and controls in place, monitor performance and report results and recommendations to management.

Executive Support & Business Manager

Lafeza Consults Ltd, Lagos, Nigeria | Aug 2024 to Present

- Won a £5,000 grant for the company in May 2025 in the UK grant sponsored by Eventities Business Development.
- Supervise a remote and on-site network of more than 20 sales and operations affiliates and hold the team accountable for accurate data and results.
- Keep customers updated from point of sale to final delivery, and align the sales team with what dispatch can actually deliver.
- Produce daily and weekly performance reports that explain variances with evidence and resolve issues instead of escalating them.
- Support senior management by carrying out directives, tracking progress and keeping administrative records.

Unit Manager

Uncle Stan's Food, Lagos, Nigeria | Mar 2024 to Jul 2024

- Managed high-volume inventory operations and enforced strict goods-received checks on all supplier deliveries.
- Matched received goods against purchase orders and invoices and closed supplier discrepancies immediately.
- Designed order-verification workflows that significantly reduced dispatch errors and led root-cause reviews whenever issues occurred.

Unit Manager

Sweet Sensation Confectionery, Lagos, Nigeria | Jan 2023 to Mar 2024

- Ran the whole unit and was accountable for scheduled and unannounced stock counts on high-value inventory.
- Investigated and resolved stock variances daily and enforced stock-rotation rules to cut waste and pilferage.
- Led storekeeping, inventory and client-relations staff, checking their work against physical evidence and holding them to tight delivery deadlines.

Assistant Facility Manager

Kaddy Business Consulting Limited, Lagos, Nigeria | May 2020 to Dec 2022

- Coordinated facility maintenance and supplier receiving across multiple sites.
- Managed contractors and vendors and represented the company professionally in all dealings.
- Kept administrative and facility records that supported day-to-day operations.

Education & Certifications

- MSc in Business Administration, University of Lagos, Nigeria | Sept 2025 to Present
- BA in History, Obafemi Awolowo University, Nigeria | 2016 to 2021
- Cybersecurity Architecture Certificates, IBM & Coursera | Oct 2026
- Project Management Certificate, Google & Coursera | Dec 2025
- Professional Diploma in Web Design & Development, Udemy | Sept 2025
- Digital Marketing Certificate, Google & Coursera | Jul 2025
- Microsoft Excel 2026: Beginner to Excel Pro, Udemy | Jan 2025
- HR Diploma in Performance Management & Employee Development, Udemy | Mar 2024
- Master Course in Business & Restaurant Management, Udemy | Jan 2024

References

Employment verification contacts and referees are available on request.