

OLADIPO AKINLONU

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A result-driven Marketing professional with over 4 years' experience across different leading firms in Telecommunication, Information Technology & Real Estate.

Proficient at designing go-to-market strategies for start ups and leading firms, managing marketing channels, driving aggressive sales and engagements, increasing market share and executing below the budget activations.

Pioneering a track record of marketing initiatives to outstanding financial success, building high-performance teams and breaking into new markets across Nigeria and other West African countries.

Professional Experience

February 2018 to August 2019; Grenadines Homes Nigeria (Sales & Marketing)

- Providing and implementing recommendations on the creative direction of the business.
- Conducting market research and recommending improvements to marketing strategies.
- Directing, coordinating and supervising groups.
- Selling luxury rooms and closing deals all around Nigeria.
- Grenadines road show sales team member (Interstate travels to close deals for Grenadines homes).

Achievements:

- Succeeded in bringing over 200 million naira within the first quarter of the year 2018.
- Initiated the toll gate billboard adverts idea which brought in an 30% increase in sale.
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September 2017 to January 2018; Info tech (Sales & Marketing)

- Marketing and sales of service (logistics)
- Following up on existing contacts and closing of deals.

February 2017 to September 2017; Proten International (Business Development Executive)

- Sales of trainings for companies

January 2015-December 2016; Transaquilla International (Sales & Marketing)

- Marketing and sales
- Conducting orientations

Education and qualifications

B.Sc. Political science at Covenant University, 2012-2016.

Caleb International School, 2006- 2012.

Other Certificates

Nigerian Youth Service, 2017.

Diploma in leadership development 2014-2016

Volunteering and Positions of Responsibility.***Grenadines Homes Nigeria limited***

- Sales team lead
- Strategic sales training trainings on sales staff
- Road show member

Info Tech

- Head of sales
- Road show member for sales

Language skills

- Fluent in Yoruba & English