



ADEBAYO LOVETH ODUNAYO

Business Development Executive

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PROFILE INFO

A seasoned marketing strategist with broad experience delivering high-impact marketing and brand solutions across various industries. Skilled in translating business goals into compelling campaigns through market insight, digital strategy, and creative execution. Currently heads marketing operations within a multi-disciplinary firm, successfully managing complex campaigns for corporate organizations, financial institutions, and public sector clients.

EDUCATIONAL QUALIFICATIONS

2025
Ilorin, Nigeria

B.S.C MARKETING
University of ilorin

PROFESSIONAL MEMBERSHIP & CERTIFICATIONS

- Associate Member - Chartered Institute of Marketing (CIM)

KEY PROFESSIONAL ATTRIBUTES

- Proven ability to deliver high-quality results under tight deadlines.
- Exceptional integrity and sound professional judgment.
- Excellent client relationship and stakeholder management.
- Strong analytical, reporting, and data-driven decision-making skills.
- In-depth knowledge of the Nigerian property market.

CORE AREA OF EXPERTISE

- Market research and consumer insight analysis.
- Brand strategy and market positioning.
- Digital marketing campaign planning and execution
- Marketing analytics and performance reporting
- Product marketing and go-to-market strategy
- Customer relationship management (CRM) and retention strategy
- Integrated marketing communications and content coordination

PROFESSIONAL EXPERIENCE

05/2026 – Present
Lagos, Nigeria

MUIDEEN OLAPADE AND PARTNERS

BUSINESS DEVELOPMENT EXECUTIVE

Collaborated with internal teams to align marketing activities with organizational objectives and service offerings.

Monitored competitor activities and market positioning to inform marketing strategies and improve competitive advantage.

Represented the company at industry meetings, professional forums, and client engagements, strengthening corporate reputation and partnerships.

Maintained accurate records of client interactions, leads, and engagement outcomes to support performance tracking and reporting.