

AWOSIKA TOSIN MAYOWA

RELATIONSHIP MANAGER | FINANCIAL SERVICES | BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Results-oriented financial services professional with extensive experience in customer acquisition, relationship management, business development, sales, client engagement and team leadership. Experienced in identifying prospects, presenting financial products, developing client relationships, driving business targets and supporting customer retention. Progressed from Marketing Consultant / Financial Advisor to Branch Manager and Regional Manager at YHS/3circle, with responsibility for branch performance, customer relationships, business development and large-team coordination. Strong communication, negotiation and target-driven commercial skills.

CORE SKILLS

Customer Acquisition
Deposit Mobilisation
Account Opening
Financial Product Marketing
Client Retention
Sales Target Management
Customer Service
Performance Monitoring

Relationship Management
Loan Marketing
Lead Generation & Conversion
Business Development
Field Marketing
Negotiation
Team Leadership
Market Development

PROFESSIONAL EXPERIENCE

Regional Manager | YHS/3circle Financial Institution | 2021–Present

- Provide regional leadership across four branches, overseeing business performance, customer relationships, sales activities, operational execution and team development.
- Lead and coordinate a workforce of more than 200 employees, setting performance expectations, monitoring results and coaching teams toward business targets.
- Drive customer acquisition and relationship-development activities through prospecting, client engagement and structured follow-up.
- Monitor branch performance, identify commercial and operational gaps, and implement corrective actions to improve results.
- Support the marketing and delivery of financial products and services while maintaining strong customer-service standards.
- Coordinate teams across locations and ensure accountability for assigned business objectives and customer issues.

Branch Manager | YHS/3circle Financial Institution | 2021

- Managed daily branch operations, customer relationships, sales activities and staff performance.
- Led customer acquisition and business-development activities while monitoring progress against branch targets.
- Built and maintained customer relationships, followed up on prospects and supported conversion and retention.
- Coached staff, resolved customer issues and maintained discipline around branch performance and service delivery.

Marketing Consultant / Financial Advisor | FBN Insurance | 2016–2019

- Prospected for new customers and developed relationships with individuals and organisations to identify insurance and financial-service opportunities.
- Presented financial products, identified customer needs, followed up on prospects and supported lead conversion.
- Maintained client relationships and pursued opportunities for repeat business, referrals and account development.
- Worked in a target-driven environment requiring strong communication, negotiation, persuasion and field-marketing skills.

Premium Allocation & Assurance Officer | FBN Insurance | 2015–2016

- Maintained accurate client transaction records and supported resolution of premium allocation issues.
- Worked with financial and operational documentation, cleared transaction backlogs and ensured accurate processing.
- Coordinated with internal teams to resolve customer and transaction-related issues while maintaining process accuracy.

EDUCATION

Postgraduate Diploma (PGD), Economics — University of Lagos, 2015

B.Sc. Economics Education — University of Lagos, 2010

PROFESSIONAL STRENGTHS

- Strong customer-facing communication and relationship-building ability.
- Commercially minded and comfortable working with demanding sales and business targets.

- Experienced in supervising, coaching and motivating teams across multiple locations.
- Strong follow-up discipline, negotiation ability and practical field-marketing experience.
- Comfortable identifying prospects, understanding customer needs and matching them with appropriate financial products.

ADDITIONAL INFORMATION

Location: Lagos, Nigeria | Availability: As required | Microsoft Office: Working proficiency