

Bolaji Oluwafunso Babatunde

Sales Manager

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PROFESSIONAL SUMMARY

Sales and marketing professional with 13 years of experience building customer relationships and delivering measurable revenue growth. For the past several years, I have led integrated sales and marketing execution for a B2B business: building campaign calendars, coordinating cross-functional teams and outside vendors, tracking performance against targets, and adjusting plans when something is not working. Earlier in my career, in commercial banking, I managed large client portfolios and led annual account planning conversations. That work taught me how to read what a customer needs and turn it into a plan both sides can commit to.

CORE COMPETENCIES

- Campaign Planning and Execution
- Customer and Key Account Relationship Management
- Cross-Functional and Vendor Collaboration
- Market and Competitive Analysis
- Marketing Collateral and Brand Materials Development
- New Business Development and Strategic Networking
- Data Analysis (Excel, SPSS, Predictive Modeling)
- CRM and Campaign Performance Tracking (Salesforce, HubSpot)

PROFESSIONAL EXPERIENCE

Sales Manager

Jamattos Limited, Lagos, Nigeria | January 2021 - Present

- Delivered a 30% increase in revenue in the first year by leading targeted marketing campaigns aimed at IT decision-makers, tracking performance against targets and adjusting activity along the way.
- Lifted lead-to-conversion rates by 50% and raised marketing-sourced revenue by 55% by combining sales and marketing efforts under one unified strategy.
- Cut typical sales cycles by 35% and improved customer satisfaction scores by leading Sales, Marketing, and Technical teams, plus outside vendors and agencies, through unified end-to-end campaign execution.
- Identified emerging market opportunities through regular competitive analysis, directly shaping how upcoming campaigns were planned and positioned.
- Improved pipeline speed and win rates by managing B2B campaigns from planning through execution with a clear activity calendar, consistently producing higher-quality leads.

Marketing Associate

First Bank, Lagos, Nigeria | January 2018 - December 2020

- Held client retention at 95% while keeping asset quality strong, by writing credit proposals that balanced client growth plans against the bank's risk requirements.
- Assessed creditworthiness and structured the right facility through financial analysis and viability assessments, reading financial statements and cash flow projections.
- Managed relationships with commercial clients, tailoring solutions to each business's needs and taking part in annual account planning and quarterly performance reviews for top clients.
- Brought in more than 25 new customers every month, expanding the bank's commercial client base.
- Lifted revenue per client by 40% by cross-selling loans, investment products, and treasury services, moving client relationships beyond one-off transactions.

Customer Service Officer

Whyteclen Nigeria Limited, Ondo, Nigeria | May 2013 - January 2018

- Lifted sales revenue by 20% by advising clients on banking products, loans, credit cards, and account structures.
- Resolved client issues on first contact about 98% of the time, improving retention by roughly 25%.
- Regularly exceeded performance targets by 15% to 20%.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Design Thinking - HP LIFE E-Learning (in progress)
- Chartered Institute of Bankers of Nigeria (CIBN) - Active Member

EDUCATION

Bachelor of Science (BSc), Physics Electronics

Ekiti State University, Ekiti - March 2013

High School Diploma, Science Laboratory Technology

Nigeria Institute of Science Laboratory Technology, Ondo - March 2008

TECHNICAL SKILLS

- Financial Analysis Tools: Microsoft Excel (Advanced), SPSS, Predictive Modeling
- CRM Platforms: Salesforce, HubSpot
- Business Intelligence: Dashboard Creation, Data Visualization, KPI Reporting
- Office Suite: MS Office (Advanced), Publisher
- Regulatory Knowledge: CBN Guidelines, Basel Principles, KYC/AML Compliance

REFERENCES

Available upon request.