

Daniel Olumefun

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Professional summary

Dynamic Business Administration graduate with proven leadership in sales, account management, finance operations, process optimization, and stakeholder engagement. Excelled in driving sales growth, enhancing operational efficiency, and delivering administrative excellence in fast paced environments. Strong analytical and problem-solving abilities with a track record of fostering long term relationships. Eager to apply commercial acumen and collaborative skills across operations, sales, business strategy, finance, and account management to deliver impactful results.

Skills

- Strategic Planning & Analysis
- Stakeholder & Client Relationship Management
- Operational Process Improvement & Optimization
- Problem-Solving & Analytical Thinking
- Team Leadership & Collaboration
- Project Coordination & Time Management
- Business Development & Sales Strategy
- Customer Experience & Engagement
- Account Management & Client Servicing
- Influencer Marketing & Brand Promotion
- Social Media Content Creation & Community Engagement

Work Experience

Content Creator

Hara Africa | April 2026 - May 2026

- Collaborated as part of a team of five content creators to deliver a one month campaign that positioned Hara Africa as the go-to name for fast, safe naira-to-crypto and crypto-to-naira conversions among Nigerian audiences on X.
- Created and shared authentic content that highlighted key trust signals including rapid settlement times, superior exchange rates, and genuine user experiences, ensuring these messages reached relevant timelines through trusted creator voices.
- Drove measurable organic curiosity by generating profile visits, brand searches, app store lookups, and direct DM enquiries through strategic storytelling and real-time audience interaction.
- Leveraged personal communities and existing networks to amplify campaign reach well beyond individual follower counts, building wider awareness and engagement for the fintech platform.

Assistant Secretary

Faculty Department, Federal Ministry of Youth and Sports Development, Lokoja |
National Youth Service Corps (NYSC) | 2025 - 2026

- Facilitated seamless administrative operations by managing inbound communications, routing inquiries, and coordinating cross-departmental activities for improved organisational efficiency.

- Prepared accurate departmental reports and supported budget tracking, contributing to enhanced compliance and data-driven decision making.
- Managed confidential information and provided high level executive support to senior officials, demonstrating strong stakeholder management and discretion.

Sales Representative

Prudent Agric Venture | 2024 - 2025

- Built and maintained strong client relationships, resulting in increased repeat business and long-term growth opportunities.
- Drove sales performance by analysing customer needs and delivering tailored solutions, consistently exceeding team targets.
- Collaborated with cross-functional teams to achieve collective goals while creating positive customer experiences through proactive engagement.

Store Manager

Samhall Enterprise | 2017 - 2019

- Led daily store operations and implemented strategic merchandising displays that significantly boosted sales and enhanced store presentation.
- Identified and executed operational improvements that increased efficiency, reduced discrepancies in cash handling, and improved overall customer satisfaction.
- Supervised team performance and fostered a collaborative environment, driving consistent achievement of sales and service targets.

Education

Bachelor of science in Business Administration & Management

University of Cross River (CRUTECH) | 2019 - 2024

- Second class Honours, Lower Division.