

ELIJAH TERENCE ENOME

Customer Lifecycle | Business Growth | Customer Success

✉ elijahenome13@gmail.com ☎ +2348097067857 📍 Lagos, Nigeria

🌐 [linkedin.com/in/enome-elijah-a21139414](https://www.linkedin.com/in/enome-elijah-a21139414)

Profile

Customer Lifecycle and Business Growth professional with over 6 years of experience building customer-centric systems that drive acquisition, onboarding, engagement, retention, and revenue growth within high-growth startups. Proven track record of scaling customer operations from startup stage to over **8,000 customers**, designing customer success processes, improving customer experience, leading strategic partnerships, and collaborating across sales, product, and operations teams to increase customer lifetime value. Experienced in using customer insights, relationship management, and process improvement to enhance customer satisfaction while delivering measurable commercial results.

Education

M.Ed University of Lagos Graduated with Master in Education in Manpower, Training and Development at the University of Lagos.	2022 – 2023 Lagos
B.Sc.Ed Tai Solarin University of Education Graduated with Bachelor of Science Education in Biological sciences in Tai Solarin University of Education.	2012 – 2016 Lagos

Employment History

Business Sales & Partnership Specialist Easy Gas - Led end-to-end customer acquisition, onboarding, and relationship management for an e-commerce platform connecting LPG depots and gas plants. - Designed and executed the commercial go-to-market strategy, validating product-market fit and supporting successful market entry. - Successfully onboarded over 150 gas plants, ensuring smooth adoption and continued platform engagement. - Built and maintained relationships with depot operators, gas plant owners, suppliers, and industry stakeholders to improve customer experience across the purchasing lifecycle. - Drove customer education and platform adoption initiatives that generated over ₦20 billion in transaction value within six months. - Established strategic partnerships with NAPGA, enabling large-scale member onboarding and increased platform utilization. - Worked closely with customers to resolve onboarding and operational challenges, improving customer confidence and retention. - Gathered customer feedback and market insights to refine product offerings and improve service delivery.	06/2024 – Present Lagos
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Growth Manager

09/2022 – 05/2024

Penaid Limited

Lagos

- Led customer lifecycle initiatives across acquisition, onboarding, engagement, retention, and customer expansion.
- Designed customer journey improvements that increased conversion rates by **15%** while improving customer lifetime value.
- Worked cross-functionally with sales, marketing, operations, and product teams to improve customer experience and remove friction points.
- Analyzed customer behavior and growth metrics to identify opportunities for retention and service improvement.
- Implemented customer engagement strategies that contributed to a **30% increase** in revenue.
- Presented customer insights and performance reports to leadership, driving data-informed decisions for continuous improvement.
- Supported the development of scalable customer success processes that sustained rapid business growth.

Sales & Partnership Lead

06/2020 – 08/2022

Penaid Limited

Lagos

- Managed strategic partnerships while ensuring partners and customers received continuous support throughout the customer lifecycle.
- Developed onboarding processes that enabled partners to successfully adopt company products and deliver value to end users.
- Worked closely with customers and partners to resolve operational issues and improve service delivery.
- Negotiated partnership agreements that increased revenue by **25%** while maintaining strong long-term business relationships.
- Delivered partner enablement sessions, product education, and ongoing customer support that improved adoption and engagement.
- Maintained a **90% partner satisfaction rate** through proactive relationship management and responsive customer service.
- Collaborated with marketing teams to improve customer awareness and strengthen brand visibility.

Sales Officer

07/2018 – 05/2020

Penaid Limited

Lagos

- Managed customer relationships from initial engagement through onboarding and post-sale support.
- Guided customers through product adoption while addressing enquiries and resolving service issues promptly.
- Built long-term customer relationships that resulted in a **90% retention rate**.
- Delivered exceptional customer support, achieving **98% positive customer feedback**.
- Identified customer needs and recommended suitable solutions, consistently exceeding sales targets.
- Worked with internal teams to ensure seamless customer experiences throughout the service journey.
- Generated qualified leads through networking, referrals, and digital outreach while maintaining a customer-first approach.

Key Achievements

- **Scaled Penaid Limited, as a startup of 18 customers to over 8,000 active customers**, contributing to its business growth from **₦2 million to over ₦2 billion in revenue** within three years through customer acquisition, lifecycle management, and strategic growth initiatives.

- **Established and trained the Customer Success & Customer Experience function** at **Penaid Limited**, recruiting and mentoring team members while developing customer support processes that improved service delivery and customer satisfaction.
- **Designed and optimized customer onboarding and engagement strategies**, increasing customer conversion by **15%** and improving customer lifetime value through a more seamless customer journey.
- **Successfully onboarded over 150 LPG gas plants** onto the **Easy Gas** digital platform, driving rapid customer adoption and generating more than **₦20 billion** in transaction value within six months.
- **Built strategic partnerships with industry stakeholders, including NAPGA**, enabling large-scale customer onboarding, increased platform adoption, and stronger long-term customer relationships.
- **Maintained customer retention and satisfaction rates above 90%** by proactively resolving customer issues, strengthening relationships, and continuously improving the customer experience.
- **Leveraged customer insights and performance data** to identify service improvement opportunities, optimize business processes, and support cross-functional decision-making that enhanced customer engagement and operational efficiency.

Skills

Customer Lifecycle Management	Customer Relationship Management (CRM)
Customer Success & Retention	Stakeholder Management
Cross-functional Collaboration	Data Analysis & Performance Reporting
Process Improvement	

Certifications

Investment Banking Certification	2020
The Complete Guideline in Partnership Marketing	