

IFEDOYIN ABENIOLA

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PROFESSIONAL SUMMARY

Revenue-focused business and operations leader with extensive experience across printing, brand communications, media planning and buying, media sales, and business development. Proven track record in driving revenue growth, managing P&L performance, optimizing operations, and leading cross-functional teams. Highly skilled in client relationship management, strategic partnerships, market expansion, and end-to-end project execution across print, OOH, and integrated media solutions.

CORE COMPETENCIES

Business Development • Revenue Growth • P&L Management • Printing & Branding Operations • Media Planning & Buying • OOH Advertising • Sales Strategy • Client Relationship Management • Vendor Negotiation • Team Leadership • Process Improvement • Budget Management.

PROFESSIONAL EXPERIENCE

Head of Business – PESS Printing (Premium E-Commerce Support Service)

Ikeja, Lagos State, Nigeria | Oct 2025 – Present

- Lead overall business strategy, revenue growth, and operational performance for printing and branding services.
- Drive client acquisition, contract negotiations, and key account management across corporate and agency clients.
- Oversee end-to-end printing, branding, production, and installation operations, ensuring quality and timely delivery.
- Manage budgets, control costs, and improve profit margins through vendor optimization and process efficiency.
- Supervise sales and operations teams, set performance targets, and ensure alignment with business objectives.
- Strengthen market positioning and manage operational and commercial risks.

Media Planning & Buying Manager – Premium E-Commerce Support Service

Ikeja, Lagos State, Nigeria | May 2025 – Present

- Develop and execute data-driven media plans aligned with client marketing objectives.
- Analyze audience insights and campaign performance to optimize media buying strategies.
- Negotiate media rates, manage budgets, and maximize return on investment.
- Collaborate with creative and operations teams to ensure effective campaign execution.

Business Development Officer (Remote) – Revocube Media

Lagos State, Nigeria | Aug 2023 – May 2025

- Identified and secured new business opportunities through strategic partnerships and alliances.
- Expanded client base and improved customer retention through relationship management initiatives.
- Supported brand positioning and corporate image through industry collaborations.

Sales Operations Manager (OOH Advertising) – Ocean Outdoor Limited

Ikeja, Lagos State, Nigeria | Mar 2024 – Dec 2024

- Managed sales operations for out-of-home advertising portfolios.
- Maintained high account retention through strong client relationship management.
- Coordinated cross-functional teams to align sales strategies with marketing initiatives.
- Produced sales reports and performance insights to support data-driven decision-making.

Senior Account Manager, Media Sales – Grace and Mercy Associates Ltd

Ikeja, Lagos State, Nigeria | Jun 2018 – Dec 2023

- Managed key media sales accounts including DSTV, GOTV, France24, and premium advertising platforms.
- Drove revenue growth through media sales, public relations, and content coordination.
- Conducted account reviews, resolved client issues, and improved long-term client satisfaction.
- Streamlined internal communication to improve operational efficiency.

EDUCATION

M.Sc. Communication and Media Studies: Lagos State University, Ojo, Lagos (2019)

B.Sc. Mass Communication: Caleb University, Imota, Lagos (2015)

National Diploma, Mass Communication: Wolex University, Lagos (2012)

CERTIFICATIONS & MEMBERSHIPS

Associate Member: Advertising Regulatory Council of Nigeria (ARCON)

Full Member: Association of Communication Scholars and Professionals of Nigeria (ACSPN)

Student Member: International Association for Media and Communication Research (IAMCR)

SKILLS

Business Strategy • Sales Leadership • Client Engagement • CRM Tools • Negotiation • Communication • Public Speaking • Conflict Management • Time Management