

OKOCHA PHILIPS ODIAKAOSE

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PROFESSIONAL SUMMARY

Profit-driven and energetic Business Development and Marketing Lead with over 5 years of experience in driving business growth, building strategic relationships, and leading successful sales campaigns. Proven ability to position products in competitive markets, improve customer satisfaction, and lead high-performing teams. Adept at translating customer feedback and market insights into actionable strategies, resulting in measurable revenue growth and increased market share.

CORE COMPETENCIES

Strategic Sales & Marketing | B2B/B2C Sales & Territory Management | Business Expansion & Partnerships | Franchise Development & Onboarding

Customer Experience & Retention | Data-Driven Decision Making | Leadership & Team Development | CRM, POS & Digital Sales Tools |

PROFESSIONAL EXPERIENCE

SinoHuake Supply Chain – Sales Specialist (Building Materials)

Lagos | Jan 2026 – Till Date

- Identify and approach potential wholesalers, retailers, dealers and distributors.
- Introduce the company's products, catalogue, pricing and business model.
- Collect and qualify customer contacts and purchasing information.
- Develop new customers into active business accounts.

Sage GreyTechnology –Head of Agency Network (E-commerce)

Lagos | June 2025 – Jan 2026

- Recruit, train, and supervise a growing network of agents and field representatives across multiple states.
- Design and execute strategies to expand agent coverage and improve user acquisition metrics.
- Identify new regions, institutions, and organizations for agent deployment.
- Communicate key challenges, market feedback, and success stories to management for strategic decision-making.

Airtel Nigeria – Marketing Lead (Telecom Marketing)

Abuja | Apr 2024 – Jun 2025

- Led monthly and quarterly sales initiatives, exceeding revenue targets.
- Resolved high impact customer issues, especially around HBB devices.
- Oversaw POS distribution and management within the assigned territory.
- Conducted field sales visits and supported KYC agents.

Yime Group Limited – BDM (Hotel Franchise)

Abuja | Dec 2022 – Nov 2023

- Led franchise recruitment for the hospitality sector.
- Negotiated franchise agreements and conducted profitability analyses.
- Designed and implemented franchise marketing and training programs.

Ceecam Technologies Ltd – BDM (E-commerce)

Abuja | Jan 2022 – Nov 2022

- Developed business plans covering sales, revenue, and expenses.
- Trained and motivated the sales team, resulting in increased market penetration.
- Collaborated with marketing on lead generation and brand visibility.

Airtel Nigeria – Marketing Lead (Telecom & Marketing)

Lokoja | Jan 2018 – Dec 2021

- Surpassed sales quotas through innovative sales strategies.
- Built strong customer relationships and resolved critical service issues.
- Drove growth across territory locations in collaboration with cross-functional teams.

Pay Stack– BDM (IT/Tech)

Abuja | Jan 2015 – Dec 2017

- Increased B2B customer acquisition through targeted commercial partnership.
- Improved customer onboarding processes, contributing to higher customer retention and lifetime value.
- Supported revenue operations by analyzing sales data and identifying opportunities to improve conversion rates.
- Reduced sales cycle time by 20% through process improvements and cross-functional collaboration.
- Delivered annual commercial growth target through strategic market expansion.

Belton Consultant Ltd – Document Controller (Admin)

Lagos | Jan 2013 – Nov 2014

- Managed project documentation and ensured compliance with quality standards.
- Maintained confidentiality and oversaw document flow across teams.

Media Monitoring Service Ltd – Advert Monitoring Team (IT/Media)

Lagos | Mar 2004 – Mar 2007

- Monitored advert placement and effectiveness on various platforms.
- Conducted data entry and reporting for outdoor and broadcast campaigns.

EDUCATION

- Human Resource Programme - Olabisi Onabanjo University, | Nov 2014
- B.Sc. Sociology/Anthropology – Nnamdi Azikiwe University, Awka | Aug 2013
- OND Social Work – Nnamdi Azikiwe University, Awka | July 2009

SKILLS & TOOLS

Business Planning & Sales Forecasting | Customer Relationship Management (CRM) | Franchise & Channel Development

Sales Team Training & Performance Coaching | Google Sheets, BI tools, SQL | Digital Campaigns & Territory Expansion | Microsoft Office, Excel, PowerPoint | SaaS

LANGUAGES

English (Fluent) | Igbo (Fluent) | Yoruba (Fluent) | Hausa (Understanding)