

Oluwaseun Adedapo

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PERSONAL SUMMARY

I am a highly dynamic and efficient Business Development Manager with a proven track record in sales, marketing, and client management. I strive to challenge the status quo to bring about desirable changes on the job. I have led and collaborated with teams to transform an organization's sales history, achieving a 100% increase in annual cash flow. My efforts have helped project company visibility and manage crises effectively.

AREA OF EXPERTISE

Sales & Negotiation,	Lead Generation
Cross-functional	
Marketing	Lead Nurturing
Collaboration	
Client Management &	Market Research &Trend
Digital Marketing	
Retention	Analysis
Customer Service	Financial Acumen

SOFTWARE

- CRM Tools: Salesforce,HubSpot
- Marketing & Analytics: Google Analytics,Hootsuite,Mailchimp
- Microsoft Office Suite:Excel(advanced),Word,PowerPoint
- Collaboration Tools:Slack,Microsoft Teams,Zoom.

PROFESSIONAL EXPERIENCE

PowerHouse Multimedia	Senior BDM
May 2023-Till Date	

- Formulated and implemented a targeted sales strategy to generate and nurture leads into paying clients, driving measurable revenue growth.
- Managed contract negotiation,developed proposals, and tracked sales leads through CRM systems to improve pipeline visibility and accuracy.
- Conducted sales training and mentorship, fostering a team culture focused on continuous improvement, client-centricity, and strategic planning.
- Leveraged market insights to identify growth areas, optimize service offerings, and drive competitive advantage in core business areas.

Customer Passion Point Limited	BDM
October 2021-May 2023	

- Developed and executed practical business development strategies aligned with customer needs and market opportunities.
- Managed client relationships and led pitches to acquire new business, strengthening market positioning and expanding customer base.
- Provided comprehensive performance reports (daily, weekly, monthly) and used analytics to refine approaches and drive data-informed decisions.
- Collaborated with cross-functional teams to align strategies with business objectives and ensure seamless client onboarding and satisfaction.

Agro Park Development Company	Head,Client Management	November 2019-October 2021
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- Drove revenue generation, utilizing market data to enhance visibility and maintain a competitive edge within the industry.
- Coordinated cross-departmental client services, leading to improved client retention and a positive brand reputation.

- Oversaw crisis management strategies,safeguarding client relationships, and ensuring minimal service disruption during critical periods.

Agro Park Development Company	Head,Marketing	May 2019-November 2019
· Created and executed a marketing plan that contributed to both immediate and long-term financial goals,exceeding revenue projections by 15%. · Represented the company at industry events, enhancing brand visibility and generating leads for future business development opportunities. · Collaborated with product and operations teams to design campaigns aligned with customer needs, enhancing engagement and customer satisfaction.		

Agro Park Development Company	Team Member,Client Services	May 2015-May 2016
· Provided efficient and prompt responses to client inquiries, supporting client satisfaction and retention. · Managed contractual documentation for clients, ensuring seamless service delivery and adherence to compliance standards.		

Nestlé Nigeria PLC	Brand Ambassador and Marketer	February 2018-July 2018
Promoted Nestlé products, conducting market research to capture customer insights and align products with market needs. Supported the brand manager by delivering key field insights and recommendations for product improvements to optimize market performance. Educated customers on product usage, maximizing product awareness,and fostering brand loyalty.		

EDUCATION		
MSc in Managerial Psychology (in Progress) - University of Lagos,Akoka,Yaba, Lagos-Expected 2025 Economics and International Business-International Business Management Institute, Berlin, Germany-2020 BSc in Psychology-Ekiti State University,Ado-Ekiti,Ekiti State-2011-2016 Senior Secondary School Certificate-Eyinni High School,Orita-Challenge,Ibadan-2001-2007		

CERTIFICATIONS AND TRAINING		
Basic Leadership Class-Daystar Leadership Academy,2019 Winning the Channels Series:Power of Consumer Data-Redwood Marketing Consulting, 2020 Leadership,Innovation,and Profitability-West African Business Leaders' Summit,2020 Experiential Class-Lagos Business School,2020 Skills for Corporate Negotiation Workshop-ARCON & Landmark Exposures Limited, 2023		

ACHIEVEMENT		
Successfully managed over 2,500 clients through the 2020-2021 financial crisis, maintaining client satisfaction and loyalty. Increased cash flow by 100% through strategic business and marketing initiatives (2019). Winner of the ANCOPSS Balloon Debate, Oyo State (2007).		