

OMENE EJAETA MARTIN

Business Development | Partnerships | Telecom & Digital Technology

Nigeria | GitHub: github.com/omenebillions |

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PROFESSIONAL SUMMARY

Business development and technology professional with 10 years of experience in Nigeria's telecommunications and digital services ecosystem, combining commercial sales, customer acquisition, relationship management, market development, and technology-driven problem solving.

Experienced in identifying customer and business needs, developing commercial opportunities, managing sales pipelines, negotiating solutions, and working with technology products and digital platforms. Strong understanding of the Nigerian telecom and digital market, with hands-on exposure to AI automation, SaaS, fintech-oriented products, APIs, and web/mobile applications.

Currently expanding into technology partnerships and business development, with a strong interest in AI-enabled products, digital services, strategic partnerships, and go-to-market opportunities.

CORE COMPETENCIES

Business Development & Partnership Strategy	Strategic Relationship Management
B2B & B2C Sales	Commercial Negotiation
Lead Generation & Pipeline Management	Stakeholder Management
Market Research & Opportunity Identification	Go-to-Market Strategy
Customer Acquisition & Retention	Proposal & Business Case Development
Telecom & Digital Services	AI & Emerging Technologies
SaaS & Digital Products	Cross-functional Collaboration
Microsoft Excel, Word & PowerPoint	Google Sheets & Google Forms

PROFESSIONAL EXPERIENCE

Retail Sales / Customer Service / Business Development | Smile Communications Nigeria

June 2016 – Present | Nigeria

Progressed through customer-facing and commercial roles within a telecommunications business, developing extensive knowledge of the Nigerian connectivity market, customer behaviour, digital services, and revenue generation.

- Identify customer requirements and recommend appropriate connectivity products and services based on usage, budget, and business needs.
- Drive acquisition and revenue growth through proactive prospecting, customer engagement, product demonstrations, and solution selling.
- Manage customer relationships from initial engagement through purchase, activation, and after-sales support.
- Consistently work against defined monthly sales targets, with a target of 21 devices per month; achieved 70 devices in a single month in 2019 and 41 devices against a target of 21 during a recent December sales period.
- Conduct high-volume outbound customer engagement, including 30–50 customer calls per day, to generate opportunities, recover churned customers, and promote relevant services.
- Promote and sell telecom products including MiFi, Smile Voice/VoLTE, and mobile internet services.
- Identify opportunities to retain customers and recover inactive or churned accounts through targeted engagement.
- Use Google Sheets and Google Forms to track sales activities, customer information, and commercial performance.

- Analyse customer requirements and market feedback to identify opportunities for improving product positioning and sales performance.
- Work with internal teams to resolve customer issues and ensure smooth delivery of products and services.
- Build long-term relationships with customers through consultative selling and responsive account management.

Business Development / Sales | Swiftcorp Logistics

Nigeria

- Supported business development activities focused on identifying prospective customers and commercial opportunities.
- Built relationships with prospects and customers and communicated service value propositions.
- Supported lead generation, follow-up, negotiation, and conversion activities.
- Developed an understanding of customer needs and translated those needs into commercially viable service solutions.

Sales / Business Development | Cardinal Trust

- Engaged prospective customers and developed sales opportunities.
- Managed customer conversations, objections, and follow-ups throughout the sales process.
- Built relationships with prospects and supported customer acquisition and revenue generation.
- Applied consultative sales techniques to understand customer requirements and recommend suitable solutions.

TECHNOLOGY & DIGITAL BUSINESS EXPERIENCE

Product / Technology Project | Youfi — Personal & Business Finance Platform

Worked on the development of a digital finance platform serving individuals and small businesses.

- Personal and SME financial management
- Digital subscription and premium product models
- SMS-based transaction/data import
- Web and mobile application development
- Digital payments and subscription infrastructure
- Business-focused financial tools, product development, and user experience
- Cloud database and application infrastructure

Technology exposure: React, Vite, Express, Supabase, Expo, APIs, and cloud-based services.

Founder / Technology & Business Development | Tintville Technologies

Developing technology solutions for Nigerian businesses, with a focus on AI-powered customer engagement, WhatsApp automation, digital services, and smart technology solutions.

- AI-powered WhatsApp business automation
- Lead generation and automated customer responses
- Customer engagement and sales automation
- SME digital transformation
- Technology solution design
- Business development and commercial packaging
- Integration of third-party digital services and APIs

SELECTED TECHNOLOGY SKILLS

Business & Productivity: Microsoft Excel, Word, PowerPoint, Google Sheets, Google Forms

Technology: JavaScript, React, Vite, Express, Supabase, Expo, APIs, GitHub

AI & Automation: AI workflow automation, WhatsApp business automation, n8n, AI-assisted product development

Digital Business: SaaS, subscription products, digital payments, customer acquisition, product positioning, and go-to-market concepts

CERTIFICATIONS

- ISC2 Certified in Cybersecurity (CC) — 2025
- Google Cybersecurity Professional Certificate — 2024/2025
- Microsoft Azure Fundamentals (AZ-900)

EDUCATION

B.Sc. Environmental Management

Anambra State University, Nigeria — 2007, Second Class Lower Division

CAREER HIGHLIGHTS

- 10+ years of experience in Nigeria's telecommunications and digital services environment
- Demonstrated ability to exceed commercial targets, including 70 devices against a monthly target of 21
- Hands-on experience working with customers, digital products, and technology-enabled services
- Experience developing independent technology products and AI automation solutions
- Strong understanding of Nigerian consumers, SMEs, and the evolving digital ecosystem
- Comfortable communicating with customers, business stakeholders, and technical teams
- Strong interest in AI, digital partnerships, APIs, emerging technology, and technology-enabled business growth

REFERENCES

Available upon request.