

SULEIMAN PEARCE

Strategy, Brand & Enrollment Growth Lead

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PROFESSIONAL PROFILE

Brand and growth strategist who turns positioning and marketing into measurable enrollment and revenue. I own the full journey from awareness to committed sign-up, shaping the message, reaching the right audience, and closing through clear, relationship-led communication. Experienced across education, technology and cross-border markets, and comfortable owning strategy, campaigns and the operations behind pipeline growth. Currently deepening this with an M.Sc. in Strategic Marketing.

PROFESSIONAL EXPERIENCE

Founder & Growth Strategist, **Interniq**

01/2025 – Present

Nigeria / Remote

- Built Interniq from zero to 300+ registered users and 20+ internship placements within 12 months by owning brand, positioning and the full acquisition funnel.
- Grew LinkedIn to 676 followers and rebuilt an Instagram presence to 45 followers after the previous account was lost, lifting content engagement by around 35% through a consistent messaging strategy.
- Designed onboarding and vetting journeys that raised sign-up to active conversion to about 60% and improved 3-month retention by roughly 40%.
- Secured 8 partnerships with companies, NGOs and recruiters, expanding pipeline reach by around 30%.

Sales & Growth Associate, **LuxPay**

11/2025 – 04/2026

Remote

- Generated 40+ qualified opportunities and closed 12 new clients across European markets, contributing over €5,000 in pipeline.
- Ran outbound campaigns that achieved a 15% response rate and moved about 30% of engaged prospects into onboarding.
- Cut deal drop-off by around 20% by handling objections early and simplifying the onboarding explanation.
- Maintained CRM discipline that improved follow-up conversion by roughly 25%.

Marketing & Lead Generation Specialist, **B-MESON Ltd**

08/2025 – 11/2025

Remote, Lagos

- Sourced and engaged around 50 prospects per week through LinkedIn, email and digital channels, building a pipeline of 180+ qualified leads.
- Lifted outreach engagement by about 30% with personalised campaigns, raising the reply to qualified rate to roughly 20%.
- Handed off 60+ sales-ready prospects, contributing to 15 closed deals.
- Kept pipeline velocity steady with follow-up cadences that reduced lead go-cold rates by around 25%.

Market Research & Lead Generation Specialist, **Blumbit**

11/2024 – 07/2025

Remote, United States

- Built and verified 5,000+ high-quality prospect records using Apollo, Hunter, ZoomInfo and Clearbit, at around 95% data accuracy.
- Improved targeting through market research that raised outreach open and response rates by about 25%.
- Prepared 30+ campaign-ready datasets that supported 20 outreach and automation campaigns.
- Reduced bounce and bad-contact rates by around 30% through consistent list cleaning.

Client Relations & Engagement Representative, **Galaxy Backbone**

08/2024 – 06/2025

Abuja, Nigeria

- Managed 400+ client interactions per month across email, phone and ticketing while holding satisfaction at around 90%.
- Resolved about 95% of issues within SLA and reduced average response time to under 4 hours.
- Fed recurring feedback into service and messaging, helping cut repeat complaints by around 20%.
- Protected retention by maintaining a consistent, professional experience at every touchpoint.

Remote, Canada

- Coordinated 10+ campaigns and delivery timelines across product and outreach teams, keeping about 90% of milestones on schedule.
- Ran task boards in Trello, Notion and Jira that improved team throughput and reduced missed deadlines by around 30%.
- Produced summaries and follow-up actions that kept 15+ stakeholders aligned across functions.
- Coordinated designers and developers to deliver 6 student- and partner-facing initiatives.

EDUCATION

M.Sc. Strategic Marketing (In Progress)

2026 – Present

Muhibbah Open University

M.Sc. Information Management

2024 – 2026

Ahmadu Bello University, Zaria

B.Sc. Computer Science

2019 – 2024

Federal University Lafia

CORE COMPETENCIES

Strategy & Brand: Brand Positioning, Market & Audience Research, Competitive Analysis, Content & Campaign Strategy, Value Proposition Design

Growth & Enrollment: Lead Generation, Funnel & Pipeline Management, Conversion, Consultative Selling, Stakeholder & Relationship Management

CRM & Tools: HubSpot, Salesforce, Zoho CRM, LinkedIn Sales Navigator, Apollo.io, ZoomInfo, Hunter.io, Clearbit, Trello, Notion

Operations: Campaign Execution, Documentation, Workflow Optimisation, Cross-functional Coordination

Strengths: Communication, Strategic Thinking, Problem Solving, Adaptability, Relationship Building

REFEREES

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