



## Salem Tomiwa Andero

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### WORK EXPERIENCE

#### EVENT & FUNDRAISING CONSULTANT – OFFICE OF THE SENIOR SPECIAL ADVISER TO THE PRESIDENT OF NIGERIA ON LIVESTOCK DEVELOPMENT – 2024 – Current – ABUJA, NIGERIA

- Advising on event strategy, stakeholder engagement, and fundraising initiatives for national livestock development programs
- Engaging local and international institutions, parastatals, and private sector stakeholders to drive investment and collaboration
- Supporting the design and execution of high-level events aimed at promoting policy visibility, sector growth, and strategic partnerships
- Contributing to long-term ecosystem development through structured engagement with government and global partners

#### HEAD OF PARTNERSHIPS & SPONSORSHIPS – THINKATION — UBONG KING FOUNDATION – 09/2025 – 01/2026 – LAGOS, NIGERIA

- Led end-to-end sponsorship strategy and execution for Thinkation, a leading entrepreneurship and innovation program
- Conducted targeted outreach to **150+ organizations** across Nigeria through in-person meetings, remote campaigns, and strategic network activation
- Secured partnerships with major brands, including **Air Peace** and **Miva University** (by uLesson), alongside multiple ecosystem players
- Developed partnership value propositions, negotiated terms, and aligned sponsor objectives with program outcomes
- Strengthened program visibility, resource base, and stakeholder engagement through structured partnership frameworks

PS - Contract renews every year around the event period, due to outstanding performance.

#### DIRECTOR, SPECIAL PROJECTS – AFRICAN CARIBBEAN SUSTAINABILITY & INVESTMENT SUMMIT (ACSIS 2025), LONDON – 08/2025 – 11/2025 – LONDON, UNITED KINGDOM

- Led high-level partnership development and stakeholder engagement for an international investment summit focused on Africa-Caribbean collaboration
- Secured strategic partnerships with institutions including **African Union**, **Afreximbank**, **CARICOM**, and **Stratos Oil**
- Facilitated cross-border collaboration between public and private sector stakeholders across Africa, the Caribbean, and global markets
- Contributed to the positioning of the summit as a platform for large-scale investment conversations and deal flow

#### PROPTechBUZZ – DELAWARE, UNITED STATES

#### COMMUNITY, PEOPLE, & EVENTS OFFICER – 01/2025 – 04/2025

- Supported partnership outreach and event engagement strategy across major global real estate and proptech platforms
- Contributed to activations and stakeholder engagement for events, including:
  - The Big 5 Global
  - International Property Show
  - MIPIM
- Engaged developers, investors, and proptech stakeholders to drive visibility, partnerships, and ecosystem positioning
- Supported international market entry conversations and brand alignment within the global proptech space

#### ENTREPRENEUR-IN-RESIDENCE – 01/12/2024 – 01/05/2025

##### Entrepreneur in Residence – PropTechBuzz

*Dec 2024 – May 2025 | Remote/Global*

- Led business development and operations for PropTechBuzz's core product, a platform enabling real estate and proptech companies to build digital communities.
- Spearheaded outreach campaigns with 500–700 cold messages weekly, securing strategic partnerships with proptech startups and real estate firms across regions.
- Managed and supported up to 20 active community admins weekly, acting as a Community Obsession Officer to drive user growth, troubleshoot issues, and ensure platform engagement.

- Played a central role in launching over **100+ digital communities**, **50+ proptech product showcases**, and reaching **500+ members** globally.
- Collaborated cross-functionally to develop and launch country-specific “Portals,” establishing localized hubs for community and product discovery.
- Contributed to event planning, client relationship management, and product operations, bringing a founder-level work ethic and agility to a fast-paced startup environment

#### **SALES AND MARKETING CONSULTANT – KINGGATE INTL LTD** – 31/08/2021 – Current – ABUJA, NIGERIA

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- Identified, explored, and secured ongoing sales and marketing opportunities, contributing significantly to the company's revenue growth and market presence.
- Grew the company's social media presence organically to 500+ followers, improving brand visibility and engagement.
- Managed and executed targeted direct-sales outreach (DM campaigns) and digital advertising initiatives to drive consistent leads.
- Led high-level negotiations and strategic discussions with clients, brokers, company directors, and senior executives across multiple sectors, including private jet charter and acquisition, diesel and fuel supply, large-scale procurement, corporate aviation services, and travel & tourism.
- Played a key role in the company's expansion and strengthened its dominance within Nigeria, while helping build and maintain valuable international business relationships.

#### **SALES ASSISTANT AND REPRESENTATIVE – CHARISOL LTD** – 25/05/2023 – 01/08/2024 – CARLIFONIA, UNITED STATES

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- Executed cold outreach campaigns across social media and email, generating new leads and engagement opportunities.
- Profiled potential clients, conducted research, and sourced accurate contact information to support targeted sales efforts.
- Collaborated closely with the marketing and product teams to achieve revenue and outreach objectives.
- Led the first outreach initiative for a major government contract tied to a national project, positioning the company for high-level engagement.
- Contributed to sales growth and user acquisition across multiple products: **Maildrip (Email Automation Tool)**, **Muzingo (Music Themed Game)**, and a **FashionTech subsidiary**, driving visibility, trial sign-ups, and long-term user engagement.

#### **SALES ASSISTANT AND NEWSLETTER MANAGER – MAILDRIP** – 20/05/2023 – 01/08/2024 – LAGOS, NIGERIA

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- Researched and profiled potential customers to support targeted outreach and conversion efforts.
- Organized and executed cold DM and email campaigns to generate leads and onboard new users.
- Collaborated with the marketing team to set up effective advertising channels and optimize user acquisition.
- Nurtured leads from initial contact through basic sign-ups, successfully converting them into paying users.
- Created high-quality explainer videos for users to navigate the platform easily.
- Drove the company to its first 100 and 200 users organically, and contributed to scaling the user base to **1,000+** in partnership with the marketing team.
- Managed the company newsletter, widely recognized as “**Salem of Maildrip**”, boosting user engagement, retention, and overall brand connection.

#### **BUSINESS MANAGER – DRESSERCODE** – 04/2022 – 01/04/2024 – MARKUDI, NIGERIA

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- Assembled, managed, and coordinated a multidisciplinary team to support the branded apparel brand's early-stage growth and operations.
- Led strategy brainstorming and development, creating practical plans to drive revenue, enhance brand visibility, and strengthen customer engagement.
- Oversaw the day-to-day operations of the startup, ensuring smooth production, timely delivery, and consistent brand quality.
- Advised the founder on growth opportunities, operational improvements, and long-term brand positioning.
- Managed customer relations, resolving issues, gathering feedback, and strengthening brand loyalty.
- Coordinated with designers and suppliers to maintain quality control and ensure timely order fulfillment.
- Developed basic marketing and sales structures, including social media activity, promotions, and community engagement, to boost market reach.
- Supported financial planning by tracking expenses, pricing products, and optimizing cost structures for sustainability.
- Contributed to building the brand's identity, voice, and culture during its foundational stage.

#### **BUSINESS DEVELOPER – BRANDX** – 01/10/2022 – 01/05/2023 – ILE IFE, NIGERIA

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- Developed and executed growth strategies that significantly increased customer acquisition and event visibility.
- Led multiple teams, especially sales, providing direction on lead generation, customer nurturing, and overall engagement tactics.
- Achieved exceptional reach and successfully drove 200+ attendees for the company's first major event.
- Led marketing and growth initiatives across social media, partnerships, and community engagement to build a recognizable event brand similar to TEDx-style productions.
- Oversaw end-to-end event planning and coordination, ensuring smooth execution, strong attendance, and high-quality participant experience.
- Served as Master of the Ceremony (MC), elevating audience experience and strengthening the event's professional image.

- Managed outreach and relationship-building with speakers, stakeholders, facilitators, and partners to secure strong program content and collaboration.
- Contributed to overall brand development, positioning, and expansion through leadership, creativity, and hands-on execution across all departments.

## CHIEF EXECUTIVE OFFICER AND HEAD OF MARKETING – FRUITASK – 01/05/2022 – 01/05/2023 – MANILA, PHILIPPINES

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- Initially joined as Head of Marketing, where I built and coordinated the marketing team, developed growth strategies, and executed multi-channel campaigns, including ads, partnerships, and community engagement.
- Transitioned into the role of CEO during a critical decline phase, taking on full leadership responsibility to stabilize and revive the startup.
- Reassembled and reactivated 50% of the team, rebuilding morale, redefining priorities, and restoring operational momentum.
- Managed company-wide operations, including product development, marketing, finance oversight, and stakeholder communication.
- Engaged multiple investors, accelerators, and partners in fundraising discussions to explore survival and expansion opportunities.
- Reassessed the company's financial structure, cost drivers, and operational bottlenecks to determine viable paths forward.
- Implemented rapid marketing experiments and user acquisition strategies to validate traction and potential scalability.
- Acted as the central decision-maker on product direction, team structure, runway management, and growth opportunities.
- Led internal communication, conflict resolution, and team alignment through a challenging restructuring period.
- Ultimately, guided the company through an informed pause decision after discovering that earlier foundational mistakes made long-term sustainability difficult without substantial external funding.

## BUSINESS MANAGER – TRANSFORMED CENTRE – 01/03/2022 – 01/04/2022 – BRITAIN, UNITED KINGDOM

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- Led strategic value development for the company, proposing new ideas, offerings, and improvements to strengthen product relevance and market positioning.
- Oversaw customer acquisition planning, identifying channels to reach more learners across Africa, the U.S., and Europe, while ensuring a smooth and enjoyable user experience as the company scaled.
- Designed and executed the branding of the company, crafting its identity, messaging, and visual direction for better recognition and trust.
- Led SEO and digital visibility efforts, improving search rankings, online presence, and discoverability among prospective students.
- Supported the founder in developing and refining the company's value proposition to increase sellability, clarity, and user appeal.
- Contributed to growth planning by researching markets, analyzing customer behavior, and proposing strategic opportunities for expansion.
- Assisted the founder through an internal transition period, providing operational stability, structure, and support across key business functions.
- Played a significant role in shaping early operations, brand positioning, and growth direction before exiting the company.

## EDUCATION AND TRAINING

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19/02/2020 – 09/12/2025 Ile ife, Nigeria  
**B.SC** Obafemi Awolowo University

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**Address** Ile Ife Osun State, Ile ife, Nigeria | **Website** [oauife.edu.ng](http://oauife.edu.ng) | **Field of study** Economics

26/08/2013 – 19/07/2019 Gboko, Nigeria  
**SSCE** Calvary Arrows College

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**Address** P.O Box 971, Gboko, Nigeria | **Website** [mountedwings.calvaryarrows.com](http://mountedwings.calvaryarrows.com)

01/05/2022 – 01/08/2022 Carlifonia, United States  
**STARTUP SCHOOL** YCombinator

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**Website** <https://www.startupschool.org/>

01/05/2022 – 01/07/2022 Lagos, Nigeria  
**BUSINESS MANAGEMENT TRAINING** Tony Elumelu Foundation

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**Website** <https://www.tonyelumelufoundation.org/>