

AJAYIBABATUNDECHARLES

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[Github](#) | [Portfolio](#) | [Linkedin](#)

PROFESSIONAL SUMMARY

Results-driven Sales and Business Development professional with 3+ years of experience in lead generation, prospecting, client engagement, relationship management, CRM operations, and sales support. Experienced in identifying qualified prospects, conducting outbound campaigns, nurturing leads, handling follow-ups, and supporting conversions across digital and direct channels. Generated and managed **350+ prospects across 700+ outbound campaigns**, achieving an **18% response rate** and converting qualified opportunities into customers. Strong communicator with experience using HubSpot, Salesforce, Zoho, Pipedrive, Apollo, LinkedIn, email, and other digital channels to build pipelines and maintain long-term client relationships.

CORE COMPETENCIES

- Lead Generation & Prospecting
- Lead Qualification & Nurturing
- Client Acquisition & Conversion
- Business Development
- Customer Relationship Management
- Outbound Sales Campaigns
- Follow-Up & Pipeline Management
- Negotiation & Objection Handling
- Account & Customer Management
- Repeat Business Development
- Sales Reporting & Pipeline Tracking
- LinkedIn & Online Prospecting
- Remote Sales & Client Engagement
- CRM Data Management
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

SALES & BUSINESS DEVELOPMENT / EXECUTIVE & VIRTUAL ASSISTANT

Lumiere Digital / Lumiere Tech | Remote | Mar 2023 – Present

- Generated and managed **500+ qualified leads per month** through online research, prospecting, LinkedIn, CRM databases, and targeted outreach.
- Conducted prospect research and qualification to identify decision-makers, business needs, and opportunities aligned with sales objectives.
- Managed lead follow-ups across the sales pipeline, ensuring prospects received timely communication and opportunities were not lost.
- Maintained CRM records and improved data accuracy across **HubSpot and Apollo**, supporting reliable pipeline visibility and sales follow-up.
- Supported **20+ sales calls per week**, coordinating meetings, preparing relevant information, documenting outcomes, and tracking next steps.
- Built and maintained professional relationships with prospects and clients through consistent communication and structured follow-up.
- Supported sales and marketing activities that contributed to a **20% increase in web traffic** and stronger lead visibility.
- Prepared sales and operational reports to track lead activity, engagement, follow-ups, and performance.

- Used online research and AI-assisted research methods to identify founders, executives, operators, and potential business prospects.

OPERATIONS ANALYST

Lagos School of Programming | Lagos / Remote | 2022 – Present

- Managed and validated **5,000+ CRM records**, improving data reliability and supporting accurate lead and customer management.
- Supported lead-generation activities producing **500+ qualified leads per month** through research, qualification, data organization, and CRM management.
- Improved conversion performance by **15%** through structured lead tracking, follow-up processes, and sales pipeline support.
- Coordinated **200+ meetings per month** across multiple time zones while reducing scheduling conflicts by **35%**.
- Managed **100+ weekly emails and follow-ups**, maintaining timely communication with prospects, clients, and internal stakeholders.
- Worked across HubSpot, Salesforce, Zoho, and Pipedrive to maintain customer information, track opportunities, and support sales operations.
- Prepared performance reports and dashboards that gave stakeholders clearer visibility into sales and operational KPIs.
- Collaborated with sales and operations teams to improve workflows, resolve information gaps, and ensure timely execution of client-related activities.
- Supported process improvements that increased operational efficiency by **15%** and reduced reporting turnaround time by **30%**.

BUSINESS DEVELOPMENT REPRESENTATIVE

Time Rich AI | Remote

- Researched and identified potential business prospects across the U.S. market, targeting founders, operators, and relevant decision-makers.
- Conducted prospecting and outreach for telemedicine products across Texas and six additional U.S. states.
- Used LinkedIn, online research, and AI-assisted prospecting to identify and qualify potential customers.
- Engaged prospects, introduced relevant solutions, handled initial questions, and progressed qualified opportunities toward discovery meetings.
- Maintained prospect information and follow-up activities to support consistent pipeline development.
- Worked toward appointment-setting targets and earned compensation based on qualified meetings booked and performance bonuses.

DATA ANALYST

CNG Africa | Feb 2022 – Mar 2023

- Analyzed sales, operational, and customer data to identify trends and support business decisions.
- Improved reporting turnaround by **35%** through structured data preparation and reporting workflows.
- Maintained **100% data integrity** across assigned datasets through validation, reconciliation, and quality checks.
- Improved operational efficiency by **20%** by identifying process gaps and supporting data-driven workflow improvements.
- Prepared reports and summaries for stakeholders, translating complex data into clear business information.

SALES & BUSINESS DEVELOPMENT HIGHLIGHTS

- **350+ prospects** researched and engaged.
- **700+ outbound campaigns** supported.

- **18% response rate** across outbound prospecting activities.
- **12 discovery calls** generated from qualified outreach.
- **5 conversions** from qualified opportunities.
- **500+ qualified leads/month** managed or supported.
- **15% conversion improvement** through structured lead tracking and follow-up.
- **5,000+ CRM records** validated and maintained.
- Experience across **HubSpot, Salesforce, Zoho, Pipedrive, and Apollo.**

TOOLS

CRM: HubSpot, Salesforce, Zoho, Pipedrive, Apollo

Prospecting: LinkedIn, Online Research, AI Research Tools

Communication: Gmail, Google Workspace, Microsoft Teams, Slack, Zoom

Sales & Operations: Excel, Google Sheets, Power BI, ClickUp, Asana, Notion, Trello

EDUCATION

M.Sc. Computer Science — University of Ilorin |

B.Sc. Computer Science — University of Ilorin |