

EGUE OLADIPO

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SUMMARY

- Driven self-starter leveraging 5+ years of experience in business and data analysis to deliver actionable insights.
- Skilled in business development, marketing, business intelligence, and client relationship management; adept at understanding and solving complex business challenges.
- Level-headed business analyst adept at finding solutions with a diverse professional background across industries.

EDUCATION

University of Lagos, Akoka – Lagos, Nigeria

Master of Business Administration

September 2021 – August 2022

WORK EXPERIENCE

Business Head

February 2021 - Present

Kingsballpen Media Services - Lagos, Nigeria

- Increased quarterly revenue by 25% by driving teams to identify new business areas.
- Reorganized sales and marketing teams to focus more on customer acquisition. Gained valuable input that led us to redesign our sales strategy, increasing ROI by 15% in 3 months.

General Manager

August 2017 - January 2021

IMOT Limited – Abuja, Nigeria

- Cultivated strong partnerships with community businesses and built rapport with C-suite executives at 5 major client organizations, driving 63 million naira in annual revenue.
- Spearheaded product development initiatives to create innovative solutions addressing unmet customer needs. Onboarded 20 new loyal B2B customers and generated 23 million naira in additional revenue.

Marketing Manager

May 2014 - August 2017

HeadKings Nigeria Limited – Lagos, Nigeria

- Worked with the marketing division to develop 5 new cross-platform campaigns that will raise annual revenue by 33%.
- Led a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products—grew social platform fan base from 0 to 12,000 in 4 months.

VOLUNTEER ACTIVITIES

Initiator, Do Good Day (IMOT CSR Program)

January 2018 - January 2021

- Provided critical aid and relief to internally displaced persons (IDPs), widows, and at-risk children by distributing food, school supplies, and clothing to communities in need.

Speaker, Self-Service

August 2018 - Present

- Speaking to youths in churches and sponsored events on personal development.

SKILLS

Data & Business Analytics

Project Planning & Mgmt

Web Design & SEO

Content Marketing

CERTIFICATES

Data Analytics - ALX

Business Analysis - Udemy

Project Management - Cupe UK

Business Intelligence - Google