

KOLADE OLALEYE

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PERSONAL STATEMENT

Highly skilled and versatile Business Developer with a proven track record in sales, customer service, project management, and marketing. I also have a strong background in product management, encompassing the creation of compelling marketing content, enhancing product visibility, and implementing effective SEO strategies. Proficient in utilizing Microsoft tools to streamline processes and optimize product-related tasks. Seeking a challenging position that allows me to leverage my extensive business development experience and product management expertise to drive innovation, enhance product offerings, and contribute to the strategic growth of an ambitious organization. Committed to delivering exceptional results, fostering cross-functional collaboration, and continually enhancing the customer experience to achieve business objectives..

EDUCATION AND QUALIFICATIONS

NATIONAL INSTITUTE OF INFORMATION TECHNOLOGY

2019 – 2020

Professional diploma in Digital marketing

- Key Modules – Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Digital Marketing Metrics, Analytics.

University of Lagos

2014 – 2018

BSc Social Works

- Key Modules – Media and Society, Social Interactions and Conversation Analysis.

WORK EXPERIENCE

Structured Resource Business Limited/Engineeringshop

August 2021 - Present

Business Support Analyst

- Collaborate with team on marketing strategy for assigned products including literature, advertising, product sales training and support materials.
- Participate in market data analysis for the development of sales strategies.
- Conduct research to identify customer needs and market gaps.
- Provide excellent customer service to clients, responding to inquiries, resolving complaints, and addressing customer feedback promptly and professionally.
- Maintain a positive and customer-focused attitude while ensuring customer satisfaction and retention.
- Liaise with the relevant department to ensure proper advertisement and positioning of new products.
- Analyze competition.
- Work on quotes and source for best prices.
- Work closely with shipping and warehouse teams to manage inventory levels and maintain accurate records of product shipments.

- Collaborate with the sales and marketing teams to ensure proposals align with the overall marketing strategy and meet client needs.
- Contribute to the performance of quality assurance controls on products.
- Implement effective SEO strategies to enhance product visibility and search engine rankings, driving organic traffic to the website.
- Prioritize the implementation of new features and set specific deadlines. Inputting and compiling data of new products/oem into a spreadsheet for website upload and other company use.
- Responsible for creating and maintaining accurate and comprehensive product CSV files for the company's inventory management system. Products marketing [Email & Social media]

Osun State Broadcast, Osun, Nigeria
2019 – June 2020 NYSC

July

- First point of contact for department: professionally answering the phone, booking appointments, providing appropriate support. Developed my confidence and problem solving skills when handling a range of enquiries.
- Assist in designing and developing marketing collaterals and promotional materials.
- Evaluate current marketing program and recommend improvements.
- Generate sales and marketing reports to management when needed.
- Collaborate with Marketing Manager to initiate new consumer promotion campaigns and to develop consumer engagement plans.

- Assist Marketing Manager in planning and supervising marketing operations to achieve revenue target

PROJECTS AND ACTIVITIES

- **GOOGLE WIOCC EQUIANO CABLE LANDING LAGOS, NIGERIA. (APRIL 2022 – JUNE 2022)**
 - Coordinated and supervised all logistics aspects of the cable landing project, including transportation, accommodation, and feeding arrangements for project stakeholders, contractors, and team members. Handled the full logistics of the project.
 - Maintained accurate and detailed records of all activities and expenses related to logistics, ensuring transparency and accountability throughout the project.
 - Accurate data documentation for effective cost management and analysis.
 - Identified and implemented cost-saving measures in logistics operations without compromising project quality and stakeholder satisfaction.
 - Liaised with various internal and external stakeholders to ensure their needs and requirements are met promptly and efficiently.
 - Collaborated closely with the Project Manager to align logistics plans with the overall project schedule and objectives.

- Monitored and managed the availability of resources, equipment, and supplies needed for the project, making proactive arrangements to avoid delays or shortages.
 - Provided regular updates to the Project Manager and other relevant parties regarding logistics progress and any potential issues or challenges.
 - Addressed logistical issues in a timely and effective manner, finding practical solutions to keep the project running smoothly.
 - Ensured that all stakeholders receive appropriate support and assistance during their involvement in the project.
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- **RSTAHL WEST AND CENTRA AFRICA ECOMMERCE STORE. (JULY 2023 – PRESENT) *WIP***
 - Develop and curate compelling and informative content for the ecommerce store, including product descriptions, category pages, and landing pages, tailored to resonate with the target audience in each country.
 - Collaborate with graphic designers and other team members to create visually appealing and impactful graphical images and visuals that align with the brand's identity and marketing objectives.
 - Implement effective SEO strategies to optimize website content, improving search engine rankings and driving organic traffic to the platform.

- Stay abreast of industry trends, best practices, and emerging technologies related to ecommerce content creation and SEO, and apply relevant insights to enhance the platform's performance.
- Ensure all website content is accurate, up-to-date, and aligned with the manufacturer's brand guidelines and messaging.
- Collaborate with cross-functional teams to ensure seamless content integration across all aspects of the ecommerce platform.
- Participate in project meetings, providing updates on content progress, sharing insights, and contributing to decision-making.
- Business Development team for Partypal (Startup)
- Social media manager @EngineeringShopng (2021 – Present)
- Social media manager @thebrumlifestyle (2022)
- Social media manager @wowtokaj_ng (2019-2020)

SUMMARY OF SKILLS AND EXPERIENCE

- **Business Analyst:** Proficient in providing comprehensive support across various business functions, including sales activities, customer service, project needs, and marketing.
- **Product Management:** Demonstrated expertise in managing products throughout their lifecycle, from creating engaging marketing content to improving product visibility and implementing SEO strategies for increased online presence.

- **Business Development:** Skilled in identifying new opportunities, cultivating relationships, and driving business growth through strategic initiatives and effective market research.
- **Microsoft Tools:** Highly proficient in utilizing a wide range of Microsoft tools, such as Excel, Word, and PowerPoint, to streamline processes, analyze data, and enhance operational efficiency.
- **Cross-functional Collaboration:** Adept at collaborating with diverse teams to achieve common objectives, fostering a cohesive work environment, and promoting knowledge sharing.
- **Customer-Centric Approach:** Committed to delivering exceptional customer service, ensuring customer satisfaction, and building strong, long-lasting relationships with clients.
- **Project Management:** Experienced in overseeing projects from conception to completion, effectively managing resources, timelines, and deliverables to achieve project goals.
- **Innovative Problem Solver:** Known for employing creative and analytical thinking to identify challenges and develop practical solutions that drive continuous improvement.
- **SEO Expertise:** Proficient in implementing search engine optimization strategies to enhance product visibility, increase website traffic, and improve overall online performance.
- **Data Analysis:** Skilled in interpreting and analyzing data, enabling data-driven decision-making, and providing actionable insights to optimize business strategies.
- **Effective Communication:** Strong verbal and written communication skills, facilitating clear and concise interactions with stakeholders, team members, and clients.

- **Adaptability:** Ability to thrive in fast-paced and dynamic environments, quickly adapting to changing circumstances and effectively managing multiple tasks and priorities.

REFEREES

AVAILABLE BASED ON REQUEST