

FABIAN AYANNUOLA

PROJECT LEAD

CAREER OBJECTIVE

A skilled and accomplished individual with extensive experience in writing content across various industries, sales, customer service, and relationship management. Possesses strong communication skills and a deep understanding of the sales process. Demonstrated ability to identify opportunities and negotiate contracts to generate new business.

Seeking to utilize excellent communication, interpersonal, and organizational skills to complete tasks. Reliable with a good work ethic and the ability to quickly adapt to new tasks and environments.

EXPERIENCE

Project Lead

September 2022 - Present | Northern Hills Digital, Lagos

- Coordinated with various departments for resources needed for project execution.
- Provided technical guidance to team members throughout the duration of a project.
- Facilitated meetings between stakeholders to discuss progress updates or address issues.
- Monitored performance metrics associated with each project and took corrective action as necessary.
- Utilized excellent communication skills to coordinate with stakeholders and team members.
- Developed improvement processes for operational use by team to verify successful completion of projects.
- Conveyed technical solutions to clients, partners and team members through oral and written communication.
- Coordinated internal resources, third parties and vendors for flawless execution of projects.
- Conducted regular reviews of project milestones and adjusted plans accordingly.
- Used appropriate verification techniques to manage changes in project scope, schedule and costs.
- Identified areas where process improvements could be made to enhance efficiency.

Business Development Associate

May 2023 - Present | Lemonvinyl, Lagos

- Developed and implemented effective business strategies to improve customer satisfaction, increase sales, and maximize profits.
- Built relationships with existing customers to facilitate repeat business and referrals.
- Served as a liaison between different teams within the company in order to ensure alignment of goals and objectives.

CONTACT

- 0901 687 8997
- thefabianayannuola@gmail.com
- Lagos

SKILLS

- Account Management
- Persuasive Writing
- Lead Generation
- Product Knowledge
- Customer Relationship Management
- Project Management
- Client Meetings
- New Business Identification
- Strategic planning
- Web content creation
- Copywriting
- Article writing
- SEO copywriting
- Analytical Skills
- Content writing

LANGUAGES

- **English**
Fluent

- Developed strategic partnerships with vendors and suppliers in order to optimize cost savings while maintaining quality standards.
- Created strategies for generating new business opportunities through cold calling, emailing, and networking.
- Assisted with copywriting tasks such as writing blog posts or ad copy.
- Coordinated schedules for voiceover talent and studio time bookings.
- Produced weekly newsletters for internal stakeholders featuring updates about upcoming projects and initiatives.
- Created content for social media platforms such as YouTube, Twitter, Instagram, and Facebook.
- Collaborated with a team to develop multimedia campaigns that exceeded expectations.
- Maintained organized files of all project assets including scripts, images, videos.
- Organized meetings between clients and production teams to discuss creative direction.
- Monitored online conversations surrounding company's brand to identify emerging trends and issues.
- Monitored online conversations related to company products or services.

EDUCATION

Bachelor of Arts (B.A.) in Mass Communication

2017

Adekunle Ajasin University, Akungba-Akoko