

# Olalekan ADESANYA

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## PROFESSIONAL SUMMARY

Motivated professional with substantial success in driving sales growth, developing and expanding customer base, and improving market presence. Proven ability to create and implement strategies that generate leads, build relationships and increase market share. Expertise in executing sales and marketing plans, developing and delivering sales presentations, and meeting aggressive sales goals.

## SKILLS

- Excellent communication and presentation skills, both written and verbal.
- Relationship management and CRM implementation skills.
- Experience with sales forecasting, market analysis and strategic planning.
- Proficient in data manipulation, analysis, and management.
- Acquainted with using data visualization programs like Excel, Power BI, and Tableau.
- Strong understanding of statistical concepts and techniques.

## WORK HISTORY

### INNKEEPER ACADEMY

#### DATA ANALYST INTERN

[May 2023 - July 2023]

- Contributed to the gathering, cleaning, and analysis of data for a variety of projects.
- Made visualizations to help non-technical stakeholders understand complex data findings.
- Worked with team members to optimize data procedures, leading to a boost in productivity.

### LIVEYOURDREAM NIGERIA LIMITED

#### TEAM LEAD, BUSINESS DEVELOPMENT

[December 2014 - November 2022]

- Oversee a vibrant group of five Business Development Representatives in order to surpass quarterly and yearly revenue goals.
- Developed and implemented strategic plans that improved revenue and the sales funnel in a specified period of time.
- Worked together with cross-functional teams, such as Product Development and Marketing, to match business development plans with the overarching objectives of the organization.
- Analyzed market trends and competitor activity to uncover new business opportunities and provide the executive team with pertinent data.
- We were able to increase the client base by using effective sales techniques, relationship building, and targeted prospecting.

## EDUCATION

### TAI SOLARIN UNIVERSITY OF EDUCATION

*B. Sc (Ed), Economics*

## CERTIFICATION AND TRAINING

### INNKEEPER ACADEMY

*Certificate of Completion in Data Analysis*

### JOBBERMAN NIGERIA

*Soft Skills Training Certification*

## PROJECT PORTFOLIO

<https://www.datascienceportfol.io/olalekanADESANYA>

## LANGUAGES

Fluent in English

