

OLUBUSOLA FADEHAN

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EXPERIENCE

June 2018-Till Date

Kaplan International Pathways

Lagos

Product & Market Manager, West Africa

- Conducting market research on various user personas for the identification of opportunities for new product development and making changes to existing products.
- Co-ordinating and managing the relationships between relevant external and internal stakeholders in the West Africa region which lead to increased understanding and achievement of business goals.
- Managing and planning of successful go to market plans and monitoring of performance after successful product launches.
- Supporting sales and education agents across Sub-Saharan Africa with effective trainings to help effective improve sales and student conversion.
- Collecting and analysing of data on products to detect market trends and provide necessary information and recommendations to senior management.
- Planning, reviewing of marketing campaigns and drafting of key marketing messages centred around differentiation and deciding which customer personas to target.
- Preparing and generation of regular marketing activity reports and marketing data.
- Conceptualization and implementation of various marketing tactics relevant to the marketing plan to achieve sales target.
- Providing of extraordinary customer service levels within the stipulated service level agreement and "Going the Extra Mile" to ensure customers are satisfied.
- Always ensuring full compliance with the Global Data Protection Right Act by maintaining the highest level of professionalism and expertise, abiding with company compliance regulations, and always managing compliance and compliance requirements.
- Assessment and continuous review of products standing in the market in comparison to competitors as well as customer reception and behaviour.

Mar. 2015 – May 2018

Hillary Grantham Limited

Lagos

Product Manager &HR Consultant

- Managed HR products and organized organizational assessments with clients which led to improved employee and business performance.
- Created and designed employee feedback and leadership effectiveness surveys to assess leadership effectiveness and organizational culture to aid senior management team in decision making.
- Facilitated the use of behavioural, cognitive, and emotional psychological assessments for clients to led to improved talent recruitment and business improvement processes.
- Presented and negotiated offerings on HR and business consulting services and solutions to executive level management to drive a tangible return on investment for client.
- Supported clients in managing end to end recruitment processes and talent management efforts which lowered employee turnover rate by 50% which led to significant cost savings.

- Conceived, launched, and socialized successful internship programs, securing buy-in from senior executives.

May 2014 - Feb. 2015

Nuts about Cakes Limited

Lekki, Lagos

HR & Business Manager

- Directly responsible for the management of the human resource function with up to 50 employees to support aggressive growth plans of the company.
- Supervised the HR & Administrative processes including employee terminations, grievances, health and handling of other difficult situations in a sensitive, fair and respectful manner working closely with the chief executive officer.
- Coaching of departmental managers in the process of evaluating subordinates, setting of goals, conducting of objective performance reviews, recognizing and rewarding performances of employees to increase productivity.
- Developed job profiles and vacancy advertisements, sourced candidates; selected, interviewed and hired over 25 employees in collaboration with departmental managers.
- Planned and developed on-the-job training programs for current employees and career development for managers with a focus on retaining existing talent and reducing employee turnover.

Jan 2013-May 2013 ICSL-Standard Chartered Bank Nigeria Limited

Victoria Island, Lagos

Talent Acquisition Specialist (Short Term Contract)

- Organized and managed implementation of talent acquisition activities including psychometric and aptitude testing to ensure fit for purpose testing of candidates.
- Provided support to line managers in the evaluation of employees, setting of goals, objective performance reviews, recognizing and rewarding of performances to improve employee productivity.
- Assessed current and future skills requirements of employees and developed training gap analysis for learning and development.
- Facilitated and supported business heads & line managers in handling employee's issues.

May 2008-Sept. 2010

Bank Phb Plc (now KeyStone Bank Plc)

Apapa, Lagos

Executive Trainee

- Responsible for delivering exceptional transactional banking support to customers which led to increase in customer satisfaction levels.

EDUCATION

2018 Msc Psychology

University of Lagos

2012 MBA Masters' in business administration

Lagos Business School

2006 Bsc Psychology

Obafemi Awolowo University (2:1)

SKILLS AND TOOLS

User research and Testing, Stakeholder Management, Product and Marketing Strategy.