

# OPEYEMI ABIODUN, OKEYA

---

10, Folashade Street Iju Road Lagos, Nigeria • 08132313743, 09020970444 •  
[Opeyemiokeya@gmail.com](mailto:Opeyemiokeya@gmail.com)

## Professional Summary

Results-driven Business Development and Growth Strategist with a strong ability to manage multiple projects efficiently. Skilled at identifying opportunities, building relationships, and driving business growth. Highly organized, dependable, and proactive in tackling challenges to help teams reach their goals. Always ready to take on new responsibilities and contribute to long-term success.

## Skills

- Strategic Networking
- Lead Generation
- Product Knowledge
- SEO Expertise
- Technical Support
- Blog Development
- Troubleshooting and Diagnostics
- Google Cloud Certification
- WordPress Knowledge
- Social Media Platforms
- Digital Marketing Expertise
- Hardware and Software Configuration

## Work History

**Business Development and Growth Strategist | 04/2024 – Present**  
**Rovatel Media – Lagos, Nigeria**

**Account Management**

- Overseeing client accounts, ensuring seamless communication and satisfaction.
- Developing and maintaining strong client relationships, identifying opportunities for upselling and cross-selling services.
- Acting as a liaison between internal teams and clients to ensure project objectives align with business goals.

**Proposal Document Preparation**

- Creating compelling business proposals, pitch decks, and presentations tailored to client needs.
- Collaborating with creative, strategy, and sales teams to develop customized solutions for potential and existing clients.
- Ensuring proposals highlight value propositions, competitive advantages, and measurable results.

**Market Research & Competitive Analysis**

- Conducting thorough industry research to understand market trends, customer needs, and emerging opportunities.
- Analyzing competitor strategies to identify gaps and areas for differentiation.
- Providing data-driven insights to refine marketing and sales strategies.

**Partnership Acquisition**

- Identifying potential strategic partnerships and collaborations that align with business objectives.
- Initiating and negotiating partnerships that are enhancing the agency's service offerings and market positioning.
- Maintaining relationships with partners to foster long-term mutual benefits.

**SEO Optimization & Website Management**

- Optimizing the agency's website and digital content for search engines to improve visibility and traffic.
- Ensuring website content is aligning with SEO best practices and enhancing user experience.

**Business Development and Growth Strategist | 02/2023 – 04/2024**

**Polaris Digitech Limited – Lagos, Nigeria**

- Identified and developed new business opportunities through strategic networking, market research, and lead generation.
- Built and maintained strong relationships with key stakeholders, driving business expansion and revenue growth.
- Conducted market analysis to identify trends, customer needs, and competitive insights, shaping data-driven growth strategies.
- Developed and implemented strategic initiatives to optimize client acquisition, retention, and overall business performance.
- Collaborated with cross-functional teams to enhance product offerings, refine value propositions, and improve market positioning.
- Provided actionable insights and recommendations based on customer feedback and industry trends to align business operations with growth objectives.
- Created and executed innovative business development strategies, leveraging partnerships and promotional approaches to expand market reach.
- Contributed to a dynamic, results-oriented team, consistently meeting and exceeding business development targets in a fast-paced environment.

**Content Strategist & Business Growth Writer | 12/2021 – 11/2022**  
**Fast Hire Services – Lagos, Nigeria**

- Created compelling and strategic content to drive brand visibility, customer engagement, and business growth.
- Developed high-quality, SEO-optimized content for websites, blogs, and marketing campaigns to boost organic traffic and lead generation.
- Conducted in-depth research on industry trends and competitor strategies to enhance content effectiveness and market positioning.
- Wrote and edited engaging, audience-focused materials under tight deadlines, ensuring clarity, creativity, and brand consistency.
- Collaborated with marketing and business development teams to align content with growth objectives and promotional strategies.
- Leveraged customer and stakeholder feedback to refine messaging and improve content performance.
- Monitored industry trends and competitor content to identify new opportunities for content-driven business expansion.

**Sales Representative, 03/2015 to 07/2017**

**Perfect Choice Phones - Ikeja, Nigeria**

- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Developed and delivered engaging sales presentations to convey product benefits.
- Retained excellent client satisfaction ratings through outstanding service delivery.
- Trained and mentored new sales representatives.
- Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
- Utilized CRM software to manage customer accounts and track performance metrics.

**IT Technician, 02/2015 to 01/2016**

**Ministry Of Science and Technology - Ikeja, Nigeria**

- Explained technical information in clear terms to non-technical individuals to promote better understanding.
- Maintained office PCs, networks and mobile devices.
- Responded to support requests from end-users and patiently walked individuals through basic troubleshooting tasks.
- Configured systems according to prescribed software and hardware frameworks.
- Managed system-wide operating system and software deployments as well as related software upgrade problems.

## Education

**Higher National Diploma:** Computer Engineering, 02/2018  
**Yaba College of Technology** – Yaba

## Certifications

- **Google Cloud Digital Leader**

Google

Google Issued Jul 2023 · Expires Jul 2025

Credential ID CN-

e4f8400866a1448685fbf86975c4f051

- **Google Ads Apps Certification**

Google

Google Issued Mar 2023 · Expires Mar 2025

Credential ID CN-235120868

- **Digital Marketing Strategy**

Great learning

Google Issued Dec 2023

- **Google Ads Video Certification**

Google

Google Issued Jul 2023 · Expires Jul 2025

Credential ID CN-235142703

- **Google Cloud Sales Credential**

Google

Google Issued Feb 2023 · Expires Feb2025

Credential ID CN-479495

- **Digital Marker**

Simpli Learn

Issued 15<sup>th</sup> December 2023

Credential ID- CN-4719681

## References

Adesina, Helen Titilayo

Director of Commerce, Lagos State