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Top Skills

Cold Calling
Lead Generation
Contactsout

Certifications

Certificate Of National Service
Fundamentals of digital marketing

Oluwasegun oluwafemi Olapade

Lead Generator| Business Development Executive| Digital Marketing
Nigeria

Experience

PAN Finance

Lead Generation/Business Development Executive
September 2024 - Present (5 months)
United Kingdom

As a results-driven professional, I specialize in leveraging advanced sales tools and technologies to identify, engage, and convert top-tier leads into valuable opportunities. With expertise in tools like LinkedIn Sales Navigator, Apollo.io, and ContactsOut, I streamline the lead generation and outreach process, delivering consistent results that drive business growth.

Key Responsibilities:

Lead Research and Targeting: Utilize LinkedIn Sales Navigator to identify and segment decision-makers and key influencers based on industry, company size, geography, and job function.

Database Management: Build and maintain comprehensive lead databases enriched with accurate contact details sourced through Apollo.io and ContactsOut.

Personalized Outreach Campaigns: Design and execute tailored email sequences and LinkedIn InMail campaigns to engage prospects effectively.

Multichannel Engagement: Implement a blend of email, LinkedIn messaging, and direct calling strategies to create a robust outreach plan.

Data-Driven Optimization: Analyze performance metrics such as open rates, response rates, and conversion rates to refine messaging and improve campaign success.

CRM Integration and Automation: Sync lead data with CRM systems to ensure efficient tracking and reporting of pipeline activity.

Core Skills and Achievements:

Successfully implemented outreach strategies that resulted in a significant increase in lead conversion rates.

Consistently maintained a clean, deliverable email list with high verification accuracy, reducing bounce rates and improving email campaign ROI. Proficient in A/B testing for optimizing email content, subject lines, and calls-to-action.

Skilled in nurturing relationships through personalized, value-driven engagement across multiple touchpoints.

Euro Exim Bank
Trade Finance Consultant
October 2023 - Present (1 year 4 months)
India

Performing individual research & aiding the bank in creating a database of prospective clients as well as aiding the Bank in creating new products. Constantly source new clients and market EEB's products & solutions with a view to achieve the revenue targets set for in the territory assigned. providing services with utmost efficiency by ensuring timely execution of client contracts within the agreed timeframes and costs. providing services whilst maintaining the highest ethical standards outlined in the bank's policy for code of conduct & ethical practices.

WayaLinks
8 months
Business Development Manager
June 2024 - September 2024 (4 months)
Lagos State, Nigeria

Business Development and Sales specialist
February 2024 - June 2024 (5 months)
Lagos State, Nigeria

Whosyouraddie
Research Assistant
November 2023 - November 2023 (1 month)
South Africa

user research interviews for a study on online and hybrid education for adults.

Edge Line Careers LLC
Sales Executive
July 2022 - November 2023 (1 year 5 months)
Lagos State, Nigeria

Meet monthly sales revenue target of the organization, Followed up on sales calls and emails with potential clients, Engaged in promotional/marketing activities of the organization, Managed and maintain a pipeline of at least 100 potential clients, Conducted research to identify potential clients and new market opportunities, Achieved a conversion rate of at least 30% on sales calls, demos, and proposals, Maintained accurate records of all sales activities in the company's CRM system. Conducted a minimum of 25 prospecting activities (e.g. cold calls, emails, social media outreach) per week, Kept up-to-date with industry news and trends to improve product knowledge and stay informed on competitor activities, Collaborated with the team and other departments to create and implement sales campaigns and to build and contribute to the company's growth and activities,

The PSC

Research Assistant

November 2022 - December 2022 (2 months)

London, England, United Kingdom

I successfully conducted research on the type of branding used by higher institutions in Nigeria, Analyzed data from over 100 Universities, College of Education and Polytechnics, Identified trends and patterns in Nigerian university branding, Developed recommendations for THE PSC to know the type of Ads to adopt through the collated data to facilitate their research towards attracting potential candidates into enrolling for their online Programmes

People for Research

Research Assistant

August 2022 - August 2022 (1 month)

London, England, United Kingdom

Engaged in discussion on attitudes and appetite for online tertiary education in the UK – engaged in a series of collective exercises and group discussions covering topics on professional ambitions, interests, awareness of the online education market and motivations.

affilBase

Independent Sales Agent

November 2020 - September 2021 (11 months)

Lagos State, Nigeria

Sales Experience, Proven track record of exceeding sales targets, Strong understanding of sales techniques and strategies, Ability to build and maintain relationships with clients, Experience with cold calling, Email marketing, Lead Generation, and social selling, Knowledge of Customer relationship Management (CRM) Software (Salesforce).

Affiliate Marketing Experience; Proven track record of generating affiliate sales, Experience with affiliate marketing networks and platforms, Ability to identify and recruit high-quality affiliates, Experience with Affiliate Marketing tracking and reporting, Knowledge of search engine optimization,

Quite Pretty High School

Teaching Assistant

March 2019 - October 2019 (8 months)

Ijebu-Ode, Ogun State, Nigeria

taught Various Subjects Such as Civic Education, Government, Social Studies. I also effectively Invigilated and Accurately graded examinations, and uploaded results.

Education

Tai Solarin University

Bachelor's degree, Sociology