

# Ifedolapo Jelilat Lawal



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## Executive Summary

I like to think of myself as a serial entrepreneur with a problem-solving mindset.

I was born November 6, 1992, which makes me 27 years of age.

I started my entrepreneurial journey at 21 when I co-founded my E-commerce startup.

Went to an accelerator to be trained & mentored by some of the best entrepreneurs in Africa, to then raising \$20,000 seed funding for my startup.

I've since co-founded 3 other startups and worked alongside growing startups and entrepreneurs.

I'll love to bring my expertise and experiences into an organization, work, teach and learn from amazing team mates and most especially put my best foot forward into working & growing towards company's vision.

# EXPERIENCE

## BUSINESS MANAGER

Africa Business Radio : June 2019 –Present

- Was part of the team that established the company in Lagos, Nigeria. I helped with hiring, strategies, digital media strategy, business development and partnership.
- Identified market product demands and customer trends to bring in new customers and retain existing ones for sustainable profits.
- Guided negotiation and preparation of client contracts.
- Sourced and corrected advanced strategic and tactical problems impacting business and sales management.
- Brought in new business connections and revenue generation opportunities by improving networking strategies.
- Created, managed and executed digital marketing plan and communicated company vision and objectives to motivate teams.
- Improved long-term prospecting, strategy development and customer engagement.

## FOUNDER

CIRCLE25 : Feb 2019 –Present

- Conducted target market research to scope out industry competition and identify advantageous trends.
- Built and strengthened productive and valuable industry partnerships to drive collaboration, engagement and revenue stream development.
- Developed key operational initiatives to drive and maintain substantial business growth.
- Cultivated forward-thinking, inclusive and performance-oriented business culture to lead industry in innovation and push progress.
- Participated in high-level hiring decisions for key leadership positions, conducted senior hire interviews and nominated new board members.

## **BUSINESS DEVELOPMENT OFFICER**

### **THE ENTREPRENEUR AFRICA : 2018**

- Participated and actively engaged in strategy meetings with other shareholders.
- Researched and identified opportunities for customer growth and market penetration.
- Prepared strategies to optimize company's growth.
- Acquired sponsors and partners for company's events.
- Built and deepened productive relationships with prospective and competitive customers to drive sustained growth.
- Provided supportive link between external customers and internal operations.
- Helped with the management of social media and email marketing.
- Negotiated agreements between employees to clarify misunderstood directions and resolve conflicts affecting performance.

## **CO-FOUNDER, C.O.O**

### **LASTPRICE.NG : 2015-2017**

- Developed and cultivated strong customer relationships through interpersonal, active listening and problem solving skills.
- Invoiced, collected monies due and settled accounts with shippers each day.
- Spoke professionally with customers regarding complaints, gathering all necessary information to make educated decisions and address issues.
- Developed and nurtured lasting customer relationships by projecting professional corporate image and responding quickly to issues.
- Streamlined company processes and procedures while enhancing customer satisfaction.
- Implemented brand development strategies, including business development strategies, logo designs, and website designs.
- Supported business growth through strategic planning and process development.
- Improved brand awareness by managing all marketing campaigns and fostering business development.

## MARKETING INTERN

### CHANNELVIEW HOTEL : 2014-2015

- Stayed updated with latest marketing concepts and techniques.
- Assisted in creation of pre-season marketing plans to support department and divisional strategies.
- Collaborated with team members to help expand marketing channels.
- Generated sponsorship with related and partnering entities to enhance marketing objectives.
- Prepared reports detailing project updates, performance information and ongoing trends.
- Developed ads targeting specific users for key promotions.
- Helped with planning and hosting of marketing events.
- Designed and presented social media campaign ideas.
- Coordinated with vendors to develop support materials for campaigns.
- Supported branding, digital marketing messaging and advertising campaigns by engaging with followers on various social media platforms.
- Assisted with daily administrative duties.
- Managed social media accounts on day-to-day basis to increase company recognition by creating engaging content.
- Developed ads centered on target demographics and monitored results to improve marketing research and team campaign development.

## INTERN

### FIDELITY BANK SMEs : April 2013- September 2013

- Worked with the department of Fidelity bank SMEs to consult for small business owners.
- .Plan strategic events to help small business owners.
- .Come up with strategic ways to provide funding and advisory to small business owners. Assisted in social media strategies.

# EDUCATION

## CALEB UNIVERSITY

B.sc in Accounting : 2010 -2014

## HOLYCHILD COLLEGE

Secondary school: 2004-2010

## ST MARY'S CATHOLIC SCHOOL

Primary school : 2000-2004

## SKILLS AND EXPERTISE

Great analytical thinker with a problem solving mindset.

Critical and creative thinking skills.

Goal oriented.

Strategist (business & digital).

Communication skills (Colleagues & Customers).

Customer service.

Research and marketing.

Product development & management.

Team leadership & management.

Microsoft office skills.