

OGUNYEMI OLADIRAN DAVID



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No 17, Road 6, Zone 3,
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State, Nigeria.

EDUCATION

Master of Business Administration (MBA) in Marketing Management

Ladoke Akintola University of Technology, Ogbomoso, Nigeria
2015

Chartered Post-Graduate Diploma in Marketing

National Institute of Marketing of Nigeria
2010

Diploma in Marketing

National Institute of Marketing of Nigeria
2005

PROFESSIONAL MEMBERSHIP

- Associate Member, National Institute of Marketing of Nigeria (ANIMN)

TRAININGS AND CERTIFICATIONS

- **SMEDAN**
Entrepreneurship Development Training
Completed on March 12, 2020
- **African Leadership Forum**
Entrepreneurship Development Training
Completed on August 28, 2020
- **Business Day Training**
Effective Sales Team Management
Completed on April 1, 2015
- **Nigeria Publishers Association**
Essentials of Book Marketing
Attended on February 29, 2008
- **Bubbles and Gold Consult**
Service Excellence through Customer Care
Participated on April 20, 2010
Content: Service Excellence, Customer Relations, Quality Improvement, Service Delivery
- **Bubbles and Gold Consult**
Effective Leadership Skills
Participated on April 21, 2020
Content: Leadership Profile, Challenges, Team Motivation, Results-Oriented Leadership

SKILLS

HARD SKILLS

- **Sales Management** - Planning and executing sales strategies.
- **Marketing Strategy** - Developing and implementing effective marketing plans.
- **Customer Relationship Management** - Managing and enhancing customer relationships.
- **Product Life Cycle Management** - Overseeing all stages of product development.

ABOUT ME

Versatile marketing professional with extensive experience in sales management, customer relationship management, and team leadership. Proven track record in driving sales growth, optimizing service delivery, and developing strategic marketing plans. Demonstrated expertise in managing product life cycles, conducting market research, and executing promotional campaigns. Skilled in communication, leadership, and customer care, with a commitment to service excellence. Adept at leveraging market insights to boost profitability and enhance customer satisfaction. A results-driven leader with a passion for continuous learning and innovation in marketing practices.

EXPERIENCE

CEO/MD

JDAVP Resource, Ibadan, Nigeria

2023 – Present

- Spearheading company growth by developing and implementing long-term strategic plans.
- Enhancing profitability by optimizing operations and reducing overhead costs.
- Establishing partnerships with key industry stakeholders, expanding market reach.
- Introducing innovative products and services, capturing new market segments.
- Directing company-wide initiatives to improve customer satisfaction and loyalty.
- Managing financial performance, ensuring revenue targets are consistently met.
- Expanding the company's digital presence, boosting online engagement and sales.
- Leading corporate social responsibility projects, strengthening community relations.
- Negotiating high-value contracts, securing favorable terms for the company.
- Fostering a culture of continuous improvement, leading to operational excellence.
- Guiding the company through regulatory changes, ensuring full compliance.

REGIONAL MANAGER (SOUTH WEST NIGERIA)

Benchmark Publication, Lagos, Nigeria

2022 – Dec 2022

- Drove regional sales growth by developing tailored marketing strategies.
- Strengthened relationships with key accounts, resulting in increased repeat business.
- Coordinated cross-functional teams to enhance product delivery and customer service.
- Led market analysis efforts to identify new opportunities and mitigate risks.
- Managed regional budgets, optimizing resource allocation for maximum impact.
- Conducted regular performance reviews, aligning team efforts with business objectives.
- Implemented customer feedback systems, improving product offerings and satisfaction.
- Represented the company at industry events, increasing brand visibility in the region.
- Introduced new sales techniques that increased market penetration.
- Collaborated with senior management to align regional strategies with company goals.
- Led training sessions to enhance the skills and effectiveness of the regional team.
- Monitored competitor activities, adapting strategies to maintain a competitive edge.

PROMOTION MANAGER

Rasmed Publications Ltd, Ibadan, Nigeria

2014 –2020

- Launched successful promotional campaigns that significantly boosted product awareness.
- Developed and managed relationships with educational institutions, leading to bulk sales.
- Led the rebranding efforts for key products, enhancing market appeal.
- Coordinated national and international book fair participation, increasing brand exposure.
- Executed data-driven marketing strategies, improving customer engagement.
- Managed the production and distribution of promotional materials, ensuring consistency.
- Analyzed market trends to refine promotional tactics, driving better results.
- Spearheaded the introduction of new product lines, capturing untapped market segments.

- **Market Research** - Conducting analysis to inform business decisions.
- **Inventory Management** - Managing inventory levels and logistics.
- **Budgeting** - Preparing and managing financial plans.

SOFT SKILLS

- **Leadership** - Leading and motivating teams to achieve goals.
- **Communication** - Clear and persuasive verbal and written skills.
- **Problem-Solving** - Identifying and solving operational issues.
- **Strategic Thinking** - Planning and thinking critically to drive growth.
- **Customer Service** - Ensuring exceptional service and satisfaction.
- **Adaptability** - Quickly adjusting to changing conditions.
- **Time Management** - Prioritizing tasks to meet deadlines

LANGUAGES

- English (Proficient)

INTEREST

- Reading
- Learning
- Traveling
- Mentoring

REFERENCES

OLUSEYI JOHNSON OGUNDIPE

*Managing Director/CEO
Topmost ProjectHub Limited
138, Zone 7, Ologolo community, off
NIHORT – Elenusonso Road, Ibadan,
Oyo State, Nigeria.
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MICHAEL OLUMIDE ADEEKO

*Vice Principal, All Souls' High School
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Email: lucaslois1967@gmail.com*

- Collaborated with sales teams to align promotional efforts with sales objectives.
- Directed the creation of compelling content for marketing campaigns.
- Leveraged customer insights to tailor promotional strategies, increasing effectiveness.

ZONAL SALES MANAGER

*Rasmed Publications Ltd, Ibadan, Nigeria
2009 – 2014*

- Led the sales team to consistently achieve and exceed targets.
- Developed zonal sales strategies that aligned with overall business goals.
- Enhanced customer retention by implementing personalized sales approaches.
- Conducted in-depth market analysis to identify growth opportunities.
- Managed relationships with key clients, driving long-term business partnerships.
- Trained and mentored sales representatives, improving overall team performance.
- Negotiated contracts with schools and educational bodies, securing large orders.
- Directed sales campaigns that expanded market share in the zone.
- Implemented CRM systems to track customer interactions and improve service.
- Conducted regular sales meetings to review performance and strategize.
- Developed pricing strategies that balanced competitiveness with profitability.

SALES REPRESENTATIVE

*Rasmed Publications Ltd, Ibadan, Nigeria
2004 – 2009*

- Expanded customer base by securing new accounts with schools and institutions.
- Increased product adoption through effective presentations and demonstrations.
- Exceeded monthly sales targets by developing strong client relationships.
- Conducted market research to identify customer needs and preferences.
- Managed client portfolios, ensuring high levels of customer satisfaction.
- Represented the company at educational events, enhancing brand visibility.
- Provided feedback to the product development team to improve offerings.
- Negotiated deals that resulted in significant revenue growth.
- Delivered product training sessions to customers, ensuring proper usage.
- Supported marketing initiatives by providing insights from the field.
- Developed and maintained a strong pipeline of potential clients.
- Collaborated with the logistics team to ensure timely product delivery.

STORE OFFICER

*Rasmed Publications Ltd, Ibadan, Nigeria
2002 – 2004*

- Managed inventory levels to prevent stockouts and reduce excess stock.
- Streamlined warehouse operations, improving efficiency and reducing costs.
- Coordinated with suppliers to ensure timely restocking of products.
- Optimized space utilization in the warehouse, maximizing storage capacity.
- Prepared and submitted detailed inventory reports to management.
- Enhanced safety protocols in the warehouse, reducing workplace incidents.
- Managed the logistics of product distribution, ensuring timely deliveries.
- Collaborated with the sales team to ensure product availability for promotions.
- Trained warehouse staff on best practices and safety procedures.
- Analyzed inventory data to forecast future stock needs and plan accordingly.

SALES CLERK

*West African Batteries Ltd, Oyo State, Nigeria
1992 – 2002*

- Processed customer orders efficiently, contributing to smooth sales operations.
- Managed cash transactions, ensuring accurate daily reconciliation.
- Assisted customers with product inquiries, enhancing their purchasing experience.
- Maintained organized sales records, improving data retrieval and analysis.
- Supported inventory management by monitoring stock levels and reordering.
- Handled customer complaints professionally, resolving issues to their satisfaction.
- Prepared sales reports for management, providing insights into performance.
- Collaborated with the sales team to achieve departmental sales targets.

CHARGE OPERATOR

*West African Batteries Ltd, Oyo State, Nigeria
1990 – 1992*

- Operated and monitored machinery, ensuring efficient production processes.
- Conducted routine maintenance checks, minimizing equipment downtime.
- Ensured adherence to safety protocols, reducing workplace accidents.
- Collaborated with the production team to meet daily output targets.
- Maintained accurate production logs, tracking efficiency and output.
- Assisted in troubleshooting and resolving technical issues quickly.
- Monitored product quality, ensuring compliance with company standards.
- Coordinated with the logistics team to ensure timely product dispatch.
- Trained new operators on proper machine handling and safety measures.