




OLUWASEUN ANUOLUWAPO OLANIYAN

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PROFESSIONAL SUMMARY

Dynamic Business Development & Tech Sales Manager with expertise in SaaS sales, lead generation, CRM optimization, and revenue growth strategies. Adept at prospecting high-value clients, managing strategic partnerships, and executing data-driven sales campaigns. Skilled in negotiation, API integration, sales funnel management, and customer retention strategies, consistently delivering high-ticket deals and long-term client engagement. Proven ability to lead cross-functional teams, streamline sales processes, and drive business expansion across multiple industries.

CORE COMPETENCIES

- Sales & Business Development
- Market Research & Competitive Analysis
- CRM & Sales Automation
- Customer Relationship Management
- Lead Generation & Pipeline Optimization
- Strategic Partnerships & Enterprise Sales
- High-Ticket Negotiation & Closing
- Process Optimization & Revenue Growth
- Project & Stakeholder Management
- Sales Team Leadership & Training
- Digital Marketing & Growth Strategies
- Cold Outreach & Prospecting
- API Integration & White-Label Solutions
- Partnership Development & Event Coordination
- Data-Driven Decision-Making

PROFESSIONAL EXPERIENCE

TECH SALES SPECIALIST Intraverse | Feb 2024 – Present

- Managed 400+ inbound & outbound calls per month, optimizing the sales funnel and improving conversion rates.
- Scheduled and facilitated 100+ client meetings monthly, assisting agencies in seamless legal document submission.
- Conducted personalized product demos, achieving a 90% client activation rate post-training.
- Implemented customer retention strategies, reducing churn and increasing long-term engagement.

- Resolved 90% of customer support tickets within 24 hours, ensuring high partner satisfaction and loyalty.
- Led and managed a high-performing sales team, conducting daily stand-ups using Asana for goal alignment.
- Coordinated partnership initiatives and events, enhancing brand visibility and customer acquisition efforts.
- Organized and hosted monthly webinars, boosting product knowledge and engagement.
- Spearheaded API integration and white-label sales, driving \$500,000+ in revenue from enterprise partnerships.

SALES SPECIALIST

Touchcore Technology | Feb 2023 – 2024

- Drove lead generation through Apollo.io, LinkedIn Sales Navigator, and HubSpot, resulting in higher conversion rates.
- Managed cross-functional teams of developers & designers, successfully delivering 15+ customized tech solutions.
- Accelerated project completion by 15% through structured stakeholder communication and workflow optimization.
- Delivered 20+ tailored product demos & training sessions, ensuring seamless SaaS adoption by enterprise clients.
- Led partnership outreach and event coordination, strengthening brand presence and B2B collaboration.

BUSINESS DEVELOPMENT MANAGER

IPCity (UK) | June 2023 – Jan 2024

- Developed and executed SaaS sales strategies, securing long-term partnerships and achieving 70% client retention.
- Built and maintained a high-value client pipeline, leveraging LinkedIn Sales Navigator & Apollo.io for prospecting.
- Led CRM-driven sales initiatives, enhancing client acquisition rates and revenue generation.
- Represented the company at industry conferences, trade fairs, and exhibitions, expanding market reach.
- Organized webinars and industry networking events, driving market penetration and lead nurturing.

GROWTH EXECUTIVE

Edusko Africa | Oct 2021 – May 2023

- Launched cold outreach campaigns, increasing client activation and paid listings by 70%.
- Delivered technical product demonstrations and follow-ups, significantly boosting customer engagement.

- Managed sales administration, scheduling key client meetings and overseeing technical proposal submissions.
 - Leveraged CRM tools (LinkedIn Sales Navigator, Brevo, Apollo.io, HubSpot, Zoho CRM) for effective pipeline growth.
 - Organized and facilitated industry workshops, networking events, and client onboarding sessions, enhancing brand presence.
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KEY PROJECT: SaaS GTM STRATEGY & API INTEGRATION INITIATIVE

Company: Intraverse

- Developed and implemented a Go-to-Market (GTM) strategy targeting fintech and e-commerce industries.
 - Conducted an in-depth market analysis, identifying three key buyer personas, leading to a 35% increase in demo-to-close conversions.
 - Designed and launched a multi-channel outbound campaign using LinkedIn Sales Navigator, email automation, and targeted paid ads, generating 500+ high-quality leads in 90 days.
 - Spearheaded enterprise sales processes, reducing the average sales cycle from 60 to 40 days, optimizing revenue realization.
 - Led the development of an API integration and white-label sales strategy, driving \$500,000+ in additional revenue.
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EDUCATION

• B.Tech in Business Administration

Abubakar Tafawa Balewa University, Bauchi State | 2019

CERTIFICATIONS & TECHNICAL TRAINING

- SaaS Product Management – Coursera (2024)
 - API Development & Integration – Udemy (2024)
 - IT Project Management for Beginners – Udemy (2023)
 - Agile Kanban for Software Developers – Udemy (2023)
 - Introduction to Scrum Master Training – Coursera (2023)
 - ALX Virtual Assistant Program – ALX (2022)
 - Digital Product Management Fundamentals – Coursera (2023)
 - Improving Software Development Productivity – Udemy (2023)
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TOOLS & TECHNOLOGIES

- CRM & Sales Tools: HubSpot, Apollo.io, LinkedIn Sales Navigator, SalesSQL, Zoho CRM
 - Project Management: Asana, Trello, Jira
 - Business Analytics: Google Analytics, Power BI, Microsoft Excel
 - Marketing & Outreach: Email Automation, SEO, Brevo
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KEY HIGHLIGHTS

- Increased customer retention rates by 70% through personalized follow-ups and engagement strategies.
- Spearheaded SaaS growth strategies, driving higher revenue, improved conversion rates, and market penetration.
- Managed end-to-end sales cycles, from lead prospecting to closing high-value deals with enterprise clients.
- Implemented API integrations and white-label product sales, generating \$500,000+ in additional revenue.