

Mike Gbolahan Olajide

DIGITAL MARKETING, REVENUE GROWTH,SALE & LEAD GEN SPECIALIST

CONTACT ME

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Igando Lagos Nigeria

EDUCATION

Scholar University
BA Digital Marketer

UCLA Anderson School
B.A - Business Administration
Professor Anke Audenaert CEO aptly, Adt.

Sales & Revenue Growth
NobleLearn School of Tech

Social Media Manager
Codecubehq LLC

SKILLS

- Digital Marketing Strategy & Execution
- Lead Generation & Conversion Optimization
- Sales Funnel Development & Management
- Revenue Growth & Customer Acquisition Strategy
- Sales Execution, Negotiation & Closing
- CRM Management & Sales Automation (HubSpot, Zoho, etc.)
- Data Analysis, Reporting & Performance Optimization

ABOUT ME

I design and manage growth systems that combine digital marketing, lead generation, and sales strategy to drive consistent revenue growth. I focus on building practical customer acquisition funnels that attract, qualify, and convert leads into paying customers.

I have hands-on experience in sales execution, CRM management, and funnel optimization, helping businesses improve conversions, streamline processes, and increase revenue performance through data-driven decisions and automation. My strength lies in turning marketing efforts into measurable sales results and building systems that support scalable and sustainable business growth.

WORK EXPERIENCE

SalesLead Specialist
Codecube LLC, Lagos, Nigeria

- Led and supervised the sales team to achieve monthly and quarterly revenue targets.
- Developed and implemented sales strategies to drive business growth and customer acquisition..
- Built and maintained strong relationships with clients and strategic partners.
- Monitored sales performance, prepared reports, and forecasted future sales trends.
- Negotiated contracts and pricing while ensuring customer satisfaction and retention..

Advertising & Media Officer
Smartlink LLC, Lagos, Nigeria

- Planned and executed advertising campaigns across digital and offline media channels.
- Managed media placements, promotional materials, and brand visibility initiatives.
- Coordinated with designers and content creators to develop effective adverts.
- Monitored campaign performance and adjusted strategies to maximize reach and impact.

Marketing Executive
Academia, Lagos, Nigeria

- Marketed and promoted the school management system to schools and educational institutions.
- Identified prospective clients and conducted product presentations and demonstrations.
- Generated leads and followed up with school administrators to drive adoption.
- Collaborated with the sales and technical teams to align marketing efforts with product features.
- Trained and supervised a team of 3 junior Marketer and an assistant, improving promotion efficiency.

REFERENCES



info.mrjosh @gmail.com



info.noblelearn@ gmail.com



info.lamiskitchen @gmail.com



Self Development



Self Development

WORK EXPERIENCE

Hired Designer

Mr Josh Food Industry Lagos, Nigeria.

- Designedlogos,flyers,social media posts, and brand assets for small businesses and startups.
- Collaborated with clients to understand brand identity and deliver visually compelling designs.
- Used Adobe, Illustrator, and Canva to create high-quality visuals.
- Delivered over 100+ design projects with a 95% client satisfaction rate.

Leads Generation Expertise

NobleLearn Sch, Lagos, Nigeria

- Identified and engaged prospectiveclients through digital platforms, referrals, and direct outreach.
- Generated and qualified leads for training programs and educational services.

- Maintained accurate records of leads, follow-ups, and conversion status.
- Collaborated with the marketing and sales teams to improve lead conversion rates.

Production Manager / Lead Caterer

Lami's Kitchen & Catering Services, Lagos

- Planned and executed catering for weddings, corporate events, and private parties (20–200 guests).
- Created customized menus based on client preferences and dietary needs.
- Managed food preparation, presentation, and on-site service with a team of assistants.
- Maintained food safety standards and ensured timely delivery of services.

Freelance Web Developer

Remote / Self-Employed

- Built responsive websites using HTML, CSS, JavaScript, and WordPress.
- Integrated SEO best practices and optimized site performance.
- Collaborated with clients to define project scope and deliver custom solutions.
- Developed e-commerce sites with payment gateways and product management features.

Digital Marketing Trainee

Online Courses & Personal Projects

- Studying SEO, content marketing, email campaigns, and social media strategy via platforms like Coursera and HubSpot Academy.
- Running a personal blog and Instagram page to apply marketing techniques.
- Learning Google Analytics, Meta Ads Manager, and Canva for content creation.
- Experimenting with A/B testing and engagement tracking.

REFERENCES

AJAYI RAPHAEL T.

Noblelearn SHCL of Tech/ CEO

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Academia / CEO

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