

Technology-focused professional with experience in IT operations, technical account management, and web development. Skilled in translating customer needs into practical solutions, managing cross-functional teams, and optimizing digital products. Eager to apply my technical expertise and customer-focused mindset to product management role, gaining first-hand experience while continuing to contribute to products development.

Core Skills

CUSTOMER SERVICE & PROJECT

MANAGEMENT: HubSpot, Zendesk, Freshdesk, Salesforce CRM, LiveAgent, Intercom, Outreach.io, Tray.io, SurveyMonkey, Jira, Trello, Slack, Agile, Scrum

Process Management: Lean Six Sigma (Yellow Belt), Kaizen, Total Quality Management (TQM), Agile Methodologies, Scrum, Workflow Automation

LANGUAGES: HTML, CSS, Javascript

LIBRARIES & FRAMEWORKS: Angular, React, jQuery, Bootstrap, Tailwind CSS, Bulma, Flexbox Grid, Materialize

APPLICATIONS: Microsoft tools (Word, excel, power point), Adobe (illustrator, After Effect, Media Encoder, Photoshop, Lightroom, Acrobat), Google workspace, Google sheets

CMS: Wordpress, Wix, Shopify, Webflow, custom

CRM & DIGITAL MARKETING :

MailChimp, Zoho, Salesforce, Instant Bulk SMTP, AB Bulk Mailer, Sender Pulse, Get response, HubSpot, Clinchpad, Microsoft Dynamics Buffer, Hootsuite, Google, Analytics, Yoast SEO, Power Bi, Screaming Frog.

Education

Memorial University, Newfoundland, CA

MBA (IN VIEW)

Ajayi Crowther University Oyo

Bachelor of Science
Communication and Media Studies

Work Accomplishments

Technical Account Manager / IT Manager BIGA NG

Jan 2020 -
Present

- Led end-to-end development and delivery of over 30+ web and mobile projects for SMEs and startups across diverse industries.
- Managed a cross-functional team of developers, designers, and support staff, streamlining project execution and reducing turnaround time.
- Developed and refined client onboarding and account management processes, improving customer retention and enabling efficient upselling of additional services.
- Presented reports and business insights to clients and internal stakeholders, leveraging analytics to inform product improvements and retention strategies.
- Established partnerships with 5 key companies, resulting in increase in repeat business.
- Developed and executed successful go to market strategies to launched new technology services.
- Developed technology Project roadmaps.
- Implemented key performance indicators (KPIs) to measure the effectiveness of technology investments.
- Recruitment & Training of new staff

Web Developer

Jan 2015 - Present

Website development and Maintenance for businesses and organizations

CERTIFICATIONS & AWARDS

- **University of Virginia**
Customer-Centric IT Strategy(Short Course)
- **Starweaver**
Customer Relationship Management (Short Course)
- **IIMA - IIM Ahmedabad**
Pre-MBA Statistics
- **University of Virginia**
Digital Product Management: Modern Fundamentals (Short Course)
- **IBM**
Agile Development and Scrum Fundamentals

S O C I A L



Skype
akomolafe.damola



Twitter
Ayodamolami



LinkedIn
<https://www.linkedin.com/in/ayodamolami-akomolafe/>



Facebook
Akomolafe Damola

E X P E R T I S E

- **Customer Service**
- **Helpdesk**
- **CRM**
- **Operations Management**
- **Project Management**
- **Project planning**
- **Team leadership**
- **Web Development**
- **Digital Marketing**
- **Business Development**
- **Project Roadmaps**
- **Go-to-market**
- **Customer Onboarding**
- **HR**
- **Training**
- **Digital Marketing**

Manager, Business Development & IT Max-Migold Ltd

Jan 2018 - Jan 2020

- Acquired 50 new clients, increasing revenue by ₦25 million.
- Introduced one new services (Energy efficiency consulting) generating ₦18.5 million in additional revenue.
- Increased average customer lifetime value through upselling and cross - selling.
- Implemented a new CRM system, resulting in increase in sales efficiency.
- Revamped training procedures using competency-based assessments, slashing onboarding time nurturing a high-performance team.
- Developed a responsive and user-friendly website, increasing website traffic by 100%+.
- Implemented A/B testing and optimized website content & Search Engine resulting in a increase in conversion rates.
- Created an online training platform, expanding the reach of the firm's training services and generating ₦4 million in additional revenue.
- Integrated the website with the CRM system, streamlining lead generation and customer management processes.

Lead : Digital Media & Customer Service Deeptymall NG | Lagos

Jan 2015 - Dec 2017

- Implemented new staff training process, incentive program, and career advancement initiatives to identify, coach, and support high performers & management trainees.
- Successfully expanded the marketing reach of products through emerging digital and online platforms.
- Streamlined business outreach and re-engagement of lost customers in coordination with the Marketing team
- Strategized with management to market new products of consumer goods into digital channels of distribution in the Fast-moving Consumer Goods (FCMG) market
- Managed a daily average of 60+ customer inquiries, consistently maintaining a satisfaction rate exceeding company benchmark by 10%.
- Contributed to team winning 'Best Customer Service' accolade in 2015 based on customer survey data

Digital Media Strategist & Web developer Deeptymall NG | Lagos

Jan 2014 - Dec 2014

- Developed and managed online marketing campaigns to effectively expand audiences and increase awareness of each brand on Instagram, Facebook, Twitter, LinkedIn, YouTube etc. Social Media management tools include Social Pilot, CoSchedule, buffer, Hootsuite etc.
- Developed and monitored benchmarks for measuring impact of social media programs using social media analytics, KPIs, and dashboards, to ensure success for the organization.
- Client Satisfaction through Customer Relations Management CRM. Inventory management and logistics management.
- Website design and maintenance