**PROFILE**

A hybrid professional with 3+ years of experience combining client relationship management and technical web administration. Proven ability to enhance customer journeys, demonstrated by implementing CRM tools that improved customer retention to 80% and designing a functional web portal that increased enrollment efficiency by 85%. Skilled in client communications, website optimization, data analysis, and process improvement. Eager to leverage a unique blend of customer-facing and technical skills to enhance the digital presence and client engagement at Zadesta Visa Consulting.

**CLIENT ENGAGEMENT AND RELATIONSHIP MANAGEMENT**

* Client Communication & Onboarding
* CRM Implementation & Management (Salesforce, HubSpot)
* Stakeholder Engagement
* Sales & Lead Nurturing
* Data Analysis & Performance Reporting
* Marketing Fundamentals & Business Communication

**WEB OPTIMIZATION & TECHNICAL SKILLS**

* Website Design (HTML, Wordpress, CSS, Bootstrap) & Administration
* User Experience (UX) Optimization
* Basic SEO & Analytics Monitoring
* Technical Support & Training
* Web/Network Security Principles
* Microsoft Office Suite & Google Workspace
* Graphics Design (Canva)

**CAREER HISTORY**

**Operations Officer**

**Pipeline Infrastructure Nigeria Limited**  
*October 2024 – Present*

* Collaborated with internal teams and external stakeholders to streamline workflows and ensure project alignment.

**Operations Manager**

**Solomon Kesinton Agro Allied Limited (SKAAL Farms)**  
*January 2024 – September 2024*

* Oversaw operational strategies, driving efficiency and profitability improvements across the organization.
* Developed and streamlined client onboarding processes, ensuring new clients received all necessary information and support.
* Conducted training sessions to enhance team capabilities and fostered a collaborative culture.
* Managed employee performance and conflict resolution to maintain a positive workplace environment.
* Identified and implemented process optimizations that improved operational efficiency, resulting in cost savings of 40%.

**Key Achievements:**

* Boosted team productivity by 60% through the implementation of targeted training initiatives.
* Achieved a cost reduction of 40% by optimizing operational workflows.

**Sales Manager**

**Solomon Kensington Agro Allied Limited (SKAAL Farms)**  
*November 2022 – January 2024*

* Led a sales team to achieve a 20% increase in revenue within the first quarter.
* Served as a primary point of contact for key clients, implementing CRM tools (HubSpot/Salesforce) to improve relationship management and personalized service.
* Conducted market research to inform pricing strategies and product development.
* Analyzed and monitored client engagement metrics, preparing performance reports to identify areas for user journey improvement.

**Key Achievements:**

* Successfully increased monthly revenue by 20% through strategic market penetration.
* Increased client retention rates to 80% by tracking inquiries and nurturing leads through a newly implemented CRM system.

**Web Administrator/IT Support Intern**

**Unique Blossom Schools, Maitama, Abuja**  
*August 2018 – June 2019*

* Designed and managed the school’s website and user-facing admission portal, optimizing the online user journey and streamlining the enrollment process.
* Improved system security through biometric ID and attendance systems.
* Conducted IT training sessions, empowering staff with essential technical skills.

**Key Achievements:**

* Improved website user experience (UX) to deliver a functional portal that increased enrollment efficiency by 85%.
* Improved data security by implementing advanced network infrastructure.

**EDUCATION**

* **Higher National Diploma (HND) in Soil and Water Engineering** (Distinction)  
  *Oyo State College of Agriculture and Technology*, Igboora, Nigeria

**CERTIFICATIONS**

* **Certified Network Security Specialist** – International Cyber-Security Institute
* **Crash Course in Python Programming** – Coursera
* **Technical Support Fundamentals** – Google/Coursera
* **The Bits and Bytes of Computer Networking** – Google/Coursera
* **Business Communication** – HP LIFE
* **Marketing Fundamentals** – Quantic, Pedago LLC
* **ICT and Business Skills Training -** MTN

**REFERENCES**

**SADIQ GBOLAHAN LUKMAN**

Manager, Agro & Supply Chain Division

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