

BABATUNDE AKEJU

Business Analyst

+447771093272

25 Thesiger Street, Lincoln

akeju.tunde@gmail.com

SUMMARY

Dynamic and results-oriented business professional with a Distinction in Master of Science in International Business. Proven success in business development, sales leadership, and client relations. Skilled in market analysis, strategic planning, and fostering collaborative relationships to drive revenue growth. Proficient in data analysis, strategic planning, and communication, dedicated to driving growth through innovation and data-driven insights.

EXPERIENCE

Business Analyst

Althaus Digital

Mar 2023-Present Derby

- Conducted stakeholder analysis that aligned project goals with stakeholders needs and expectations.
- Elicited, analysed, documented, and validated requirements to meet business needs within constraints.
- Conducted cost-benefit analyses to assess financial implications of proposed solutions, which helped the management team in making informed decisions.
- Identified inefficiencies, streamlined workflows, and optimised operations through process modelling, leveraging deep understanding of SDLC and various technology.
- Collaborated with multidisciplinary teams in an Agile environment for fast delivery of high-quality solutions.

Business Development Executive

Acuity Group

Oct 2022-Mar 2023 Newark

- Developed strong, trustful, mutually beneficial relationships with both new and existing customers, exceeding their expectations while producing sales growth through proactive sales.
- Made targeted cold calls and outbound emails to introduce the business to new prospects, engaging in meaningful conversations to understand each prospect's needs and articulating the benefits of products and services.
- Self-generated sales leads and proactively followed up on them, maintaining accurate and up-to-date records in the CRM system

Business Analyst

Farm Partner

Jul 2020-Oct 2022 Remote

- Facilitated strategic decision-making processes through comprehensive market research, analysing industry trends, and identifying growth opportunities.
- Provided actionable insights to management, contributing to informed decision-making and improved business performance.
- Developed and maintained business requirements documentation, facilitated workshops to gather requirements, and provided ongoing support to project teams.

EDUCATION

Master's in International Business

University of Lincoln

Grade: Distinction

Bachelor's in Economics

University of Ilorin



SKILLS

- Excellent communication and presentation abilities, conveying complex ideas effectively.
- Proficient in market analysis, business strategy development, and project management.
- Strong understanding of Agile and Waterfall methodologies.
- Proficient in statistical techniques, data visualization tools, and databases.
- Experienced in data analysis tools such as Excel and SQL.
- Ability to translate technical requirements into actionable business insights.
- Ability to work collaboratively in cross-functional teams.
- Detail-oriented and results-driven mindset.
- Experience with CRM systems such as Salesforce and HubSpot.
- Intermediate level proficiency in Python.
- Knowledge of business intelligence tools for data visualization and reporting.

- Collaborated cross-functionally to streamline processes, optimise workflows, and enhance overall organisational effectiveness.
- Cultivated strong stakeholder relationships and effectively communicated project updates, findings, and recommendations to key stakeholders.

Business Development Executive

Meritine Group

 Aug 2015-Jun 2020  Ilorin

- Collaborated within a dynamic team to design and execute market research projects that informed the development of new products, contributing to a 20 per cent increase in annual sales.
- Played a key role in expanding the company's market presence by identifying and securing new business opportunities resulting in consistent revenue growth over four years.
- Conducted telemarketing campaigns to generate leads and initiate contact with potential clients, effectively communicating the value proposition of the company's products and services.

Sales Team, Lead


Stanbic IBTC

 Apr 2022-Aug 2015  Ilorin

- Mentor a team of 14 sales representatives to consistently meet and exceed sales targets.
- Achieve a 45 per cent increase in annual sales through the implementation of new sales strategies.
- Analyse sales data and market trends to identify growth opportunities, leading to successful branch expansion.

Direct Sales Agent

Stanbic IBTC

 Mar 2010-Apr 2013  Ilorin

- Achieved consistently high sales performance as a Direct Sales Agent, exceeding targets by over 140 per cent month-on-month.

RECOGNITIONS/AWARDS

- USAID Emerging Leaders Program, YALI RLC - 2018
- Tony Elumelu Foundation Entrepreneurship Programme (TEF) - 2017