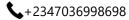
## **Oladayo Olayiwola Ashiru**

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### Summary

A self-motivated individual experienced in the Telecommunications and Power sectors with expertise in customer relations, management, retention, corporate strategy, data analysis, business process development, and web application development. Adopts smart working practices and innovation to achieve set targets.

### **Experience**



### Strategy Development and Implementation Specialist

### **Ikeja Electric Plc**

Aug 2021 - Present

- Develop and implement strategic initiatives and plans that align with the organization's goals and objectives.
- Conduct in-depth market research and analysis to identify market trends, competitive landscapes, and growth opportunities.
- Collaborate with key stakeholders to gather insights and perspectives for strategy development, including senior management, department heads, and cross-functional teams.
- Design and implement strategic frameworks and models to guide decision-making processes and ensure a structured approach to strategy development.
- Define clear strategic goals, objectives, and KPIs that enable effective measurement of progress and success.
- Analyze internal and external data, market intelligence, and industry best practices to identify potential strategic options and recommend actionable strategies.
- Facilitate strategy workshops and meetings to engage stakeholders and gather input for strategic decision-making.
- Develop comprehensive implementation plans, including timelines, resource allocation, and performance metrics.
- Work closely with cross-functional teams to ensure effective and coordinated implementation of strategic initiatives.
- Monitor and evaluate the progress of strategic initiatives, tracking performance against defined objectives and milestones.
- Identify and address barriers or challenges to successful strategy implementation, providing guidance and support to overcome obstacles.
- Stay abreast of industry trends, emerging technologies, and best practices in strategic management, applying relevant knowledge to enhance strategic planning processes.
- Collaborate with external consultants, partners, or agencies as necessary to leverage expertise and resources for strategy development and implementation.



### **Back Office Supervisor**

### **Ikeja Electric Plc**

Jan 2016 - Aug 2021 (5 years 8 months)

- Supervise and manage the overall operations of the back-office department, ensuring an efficient and smooth workflow.
- Oversee a team of back-office staff, providing guidance, training, and support to ensure high performance and productivity.
- Monitor and evaluate team members' work quality and adherence to established policies and procedures.

- Develop and implement standard operating procedures (SOPs) for back-office processes to ensure consistency and efficiency.
- Collaborate with other departments to streamline interdepartmental workflows and resolve any operational issues.
- Monitor and analyze key performance indicators (KPIs) to assess departmental performance and implement improvement strategies as needed.
- Identify opportunities for process improvements and automation to enhance productivity and accuracy.
- Manage and resolve escalated customer inquiries or issues related to back-office operations in a timely and satisfactory
  manner.
- Generate regular reports and present data on departmental performance, including productivity, accuracy, and customer satisfaction.
- Collaborate with the HR department to recruit, select, and onboard new staff members.
- Conduct regular performance evaluations, provide feedback, and identify training needs for team members.
- Foster a positive work environment, promote teamwork, and encourage open communication within the back office team.
- Maintain confidentiality of sensitive information and ensure data security measures are implemented.
- Ensure consistent accuracy of CRM to maintain data integrity standards.

### Business Associate Executive

### Globacom Limited

Jan 2013 - Jan 2016 (3 years 1 month)

- Developed marketing strategies to achieve goals and targets.
- Collaborated with business managers to support marketing efforts.
- Assisted team members and managers to maintain productivity and meet project milestones.
- Monitored processes and recommended methods for improvement.
- Resolved customer issues and provided feedback to management.
- Handled E-top issues and provided back-end support for sales representatives.
- Responded to correspondence and provided necessary solutions.
- Relayed support to the Information System team for SIM registration activities on the field.

# Information System Executive (Special Assignment Website Developer) Globacom Limited

Sep 2013 - Jan 2014 (5 months)

- Designed, managed, and configured Business Associates and Glozone information portals.
- Enhanced front-end performance and improved website navigation.
- Evaluated the latest innovations and adopted cost-effective, useful solutions.
- Completed reports detailing performance, costs, and downtime issues.
- Generated reports of daily activities in the call centre
- Planned and implemented upgrades to system hardware and software.

## Customer Service Representative Globacom Limited

Aug 2012 - Jan 2013 (6 months)

- Assisted customers with inquiries, complaints, and product knowledge.
- Maintained positive customer care, managed high-volume queries, and provided effective solutions.
- Promoted customer loyalty through exceptional service and upselling new products and accessories.
- Managed 120+ daily calls, took orders and maintained compliant documentation on CRM (Siebel CRM)
- Processed inbound customer calls, providing information on service or product upgrades.

### **Education**

University of Lagos

Master's degree, Information Technology

2016 - 2018



Tai Solarin University of Education

**B.Sc, Computer Science** 

2005 - 2009

### **Licenses & Certifications**



in Strategic Thinking - LinkedIn



**G** Google IT Support Specialization - Google



**Bridging the Gap between Strategy Design and Delivery** - Coursera

Google Ads/AdWords Consultation Certificate - Google

### Skills

Business Strategy • Process Optimization • Photography • HTML • Web Development • Graphic Design • Data Analysis • Customer Experience • Training & Development • Microsoft Excel

### **Honours & Awards**



Award of recognition from the Learning and Development unit - Ikeja Electric Plc

Jul 2018

### **Publications**

**Mobile Agent In Network System** 

December 2009

Tai Solarin University of Education

The Security Architecture of Chromium Browser

June 2017

Seminar Paperwork - University of Lagos

**Design & Implementation of a Radio Streamer Application** 

April 2018

School Project Work - University of Lagos

### Reference

Available on request