

FOLARIN ODUNAYO

folarin.odunayo@queensu.ca | 647-684-0356 | [Folarin Odunayo - Smith School of Business at Queen's University](#)

SKILL

Business Development Identifying Opportunities & Lead Generation	Overcoming Objections Empathy and Building Trust Managing Expectations	Full Sales Cycle Management Salesforce CRM Knowledge C-Level Executive Communication
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PROFESSIONAL EXPERIENCE

Account Executive, CIBC Imperial Service – Avenue & Eglinton Banking Centre, Toronto ON **May 2018 – Jan 2021**

- Designed and executed a lead generation strategy to improve an underperforming portfolio growing from 130 connections to 179 in 2020 and total portfolio value from \$27 million to \$61 million.
- Sold \$6.2million in multiple lines of business including secured & unsecured lending, exceeding quota by 531%. Investment sales of \$368,000 achieved 406% of plan and ranked in the 1st quintile amongst peer groups.
- Created and delivered weekly financial presentations with real-time personal financial data visualizations designed to educate clients on financial market trends and their implications.

Senior Financial Services Representative, CIBC – Yonge & Eglinton Banking Centre, Toronto, ON **Sep 2017 - May 2018**

- Managed full sales pipeline and booked an average of 18 discovery meetings weekly leading to 20+ unit sales and 4 investment plans completed weekly. Achieved 148% of target for FY2018
- Developed extensive knowledge of banking products, channels, and services which led to efficiently resolving customer issues and achieving 107.7% of net promoter score.
- Implemented Salesforce CRM for tracking sales activity and managing client profiles.

EXTRACURRICULAR EXPERIENCE

Founder & Creative Director, YAWA Media Inc. **Sep 2018 – Jan 2021**

- Managed and led the editorial team in planning and executing content and marketing strategy for [YAWA! Magazine](#), growing viewership by 250% year over year across web and social media channels.
- Coordinated multiple audio and video projects with full accountability for storytelling, media production, marketing, distribution plans, and timelines to deliver annual growth of 50% on YAWA Media content development plan.
- Created and implemented content development strategies for digital publication which led to an increased audience reach of 184% over 4 months.

Project Coordinator, [Amplifia Network](#) **May 2021 - Present**

- Established new program launch strategy and outlined direct and indirect marketing channels for Amplifia.
- Identified 25+ local digital media creators for paid partnership placements, shortlisted Black international digital media content for planned brand collaborations.
- Designed research survey and analyzed results of emerging Black content creators in Canada receiving over 300 responses.

EDUCATION

Master of Management Innovation & Entrepreneurship Candidate **Aug 2020 – Nov 2021**

Smith School of Business, Queen's University, Kingston, Ontario

- Certificate in Social Impact

Bachelor of Arts, Economics, Carleton University, Ottawa, Ontario **Sep 2009 – Apr 2015**

- Concentration in Financial Economics - Entrance Scholarship (\$10,000)
- Student Representative on Carleton University Senate and Board of Governors (2014-2015)

ADDITIONAL INFORMATION

- Mentor, [Hatch - Entrepreneurship Hub](#) | Carleton University
- Mentor, [Smith Business Black Association](#) | Queen's University
- Member, Canadian Association of Urban Financial Professionals
- Producer & Host | [A Word with Flo](#)