

FOLARIN ODUNAYO

workwithfolarin@gmail.com ♦ 647-684-0356 ♦ workwithflo.com

Folarin is an experienced **Relationship Manager & Creative Business Strategist**
He is passionate about entrepreneurship, innovative thinking and [creating meaningful experiences](#)
When not working, he is a [podcaster](#), [performer](#), [producer](#) & public speaker

KEY COMPETENCIES

Customer Success Leadership

Ecommerce Specialist
Salesforce CRM Knowledge

Strategy and Design Thinking

Empathy and Building Trust
Managing Expectations

Marketing and Operations

Business Development
Effective Communication

PROFESSIONAL EXPERIENCE

Merchant Success Manager, Shopify Inc

May 2022 – May 2023

- Developed strong relationships with key contacts and helped with long-term solutions to their biggest roadblocks with the platform
- Owned elements of the discovery process including leading calls, identifying growth opportunities, and recommending best ways to utilize the Shopify platform
- Collaborate with internal Shopify teams to fulfill merchant needs & technical requests
- Lead and oversee the execution of multiple complex Ecommerce projects with concurrent deadlines through effective account management and leadership

Account Executive/Financial Advisor, CIBC Imperial Service – 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
- Executed sales strategies to achieve \$6.2 million in secured & unsecured lending, exceeding quota by 131%. Investment sales of \$368,000 was 206% of plan and ranked in the 1st quintile amongst peer groups
 - Managed a full sales pipeline and booked an average of 18 discovery meetings weekly leading to 20+ unit sales and 4 investment plans completed weekly.
- Created and delivered weekly financial presentations with real-time financial data visualizations designed to educate clients on market trends and the implications on their personal financial objectives

EDUCATION

Master of Management Innovation & Entrepreneurship

Aug 2020 – Nov 2021

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

- Certificate in Social Impact

Bachelor of Arts, Financial Economics

Sep 2009 – Apr 2015

Carleton University - Ottawa, Ontario

- Carleton University Senate Student Representative (2013-2015)
- Board of Governors Representative (2014-2015)
- President, Carleton University Students' Association (2014-2015)

VOLUNTEER EXPERIENCE

Consultant, [Endeavour Consulting](#) for Nonprofits

May 2021 – Present

Endeavour is a registered charity that provides management consulting to improve organizational capacity and community impact for non-profits in the Greater Toronto Area (GTA)

- Create strategic roadmaps to increase impact and develop partnerships to succeed post-pandemic

Treasurer, Board of Directors | [Waveland Canada](#)

Aug 2023 – Present

Waveland Canada is a nonprofit music organization celebrating and empowering artists in Canadian music

- Work in tandem with Board Chair, Secretary and other Board members to execute compliance in line with board policies and non-profit regulations.