

Mark Ighinye

Expert Dynamic Business Development & Marketing Leader

SUMMARY

Accomplished software engineer with 15+ years of experience in driving technology solutions across various industries. Expert in B2B/B2C sales strategy with a focus on IT and technology-based applications. Noteworthy for implementing go-to-market strategies and digital marketing campaigns that enhance brand visibility and product reach. Strategic thinker with an MBA in Business Development Management and a strong record in leveraging data insights for business growth. Credits include a marked 25% increase in sales revenue via strategic partnerships and a 40% boost in the sales pipeline with a leading edge in CRM optimization and customer relationship management. Proficient in spearheading team performance and executing market research to elevate competitive standings through innovative product offerings.

TECHNICAL SKILLS

Main Technical Skills	Leadership, Go-to-market strategy, DigitalOcean, RAG
Programming Languages	Go
Salesforce Ecosystem	B2C, Salesforce
C++ Frameworks	Boost
UI Frameworks, Libraries, and Browsers	EDGE
AI & Machine Learning	MRR, RAG
Data Analysis and Visualization Technologies	Celonis, Power BI
Databases & Management Systems / ORM	Memcached, MS SQL Server Management Studio
Cloud Platforms, Services & Computing	DigitalOcean
Industry Domain Experience	Banking

Methodologies, Paradigms and Patterns	FDD
Soft Skills	Leadership
Project Management & Administration	Marketing research, Marketing strategies
Platforms	Salesforce
Mail / Network Protocols / Data transfer	WebRTC
Other Technical Skills	B2B/B2C marketplaces, B2B email Marketing, Business development, Call Handling, CRM, Data Mining & Business Intelligence, Digital Marketing, Enterprise, Illustration and icons, MBA, Partnerships, Sales strategies, Tools, Video and Audio Calls

WORK EXPERIENCE

Business Development Manager, Service Expansion Initiative

Duration: 2023 - Present

Summary: Launched two new service offerings to enhance market competitiveness.

Responsibilities: Collaborating with cross-functional teams, securing new enterprise accounts, and increasing sales revenue through strategic partnerships and customer acquisition.

Technologies: CRM, Digital Marketing

Cold Caller / Appointment Setter, Lead Generation Campaign

Duration: 2023 - 2025

Summary: Generated over 500 qualified leads which led to a strengthened sales pipeline.

Responsibilities: Producing qualified leads, achieving high appointment conversion rates from cold calls, and optimizing CRM tracking.

Technologies: CRM

Sales & Business Development Manager, Strategic Partnership and Digital Engagement Project

Duration: 2018 - 2023

Summary: Negotiated strategic deals worth over \$5M annually and introduced digital customer engagement channels.



Responsibilities: Increasing customer acquisition and revenue through innovative marketing strategies and digital engagement, and negotiating strategic deals.

Technologies: Digital Marketing, CRM

Sales Manager, Retail Banking Expansion Project

Duration: 2020 - 2022

Summary: Expanded retail banking customer base and developed cross-selling strategies.

Responsibilities: Leading a sales team to exceed revenue targets, expanding customer base, and developing cross-selling strategies.

Technologies: CRM, Sales Strategies

Branch Manager, Branch Operations and Revenue Enhancement

Duration: 2017 - 2019

Summary: Managed daily operations, maintaining a high loan recovery rate and increasing revenue through customer service improvements.

Responsibilities: Managing portfolio of clients, boosting branch revenue, and mentoring loan officers.

Technologies: CRM, Customer Service Tools

Marketing Executive, Marketing Campaigns and Market Research

Duration: 2015 - 2017

Summary: Executed multiple marketing campaigns and conducted research informing successful product launches.

Responsibilities: Implementing marketing campaigns, conducting market research to inform client product launches, and strengthening brand communications.

Technologies: Market Research Tools, Digital Marketing

EDUCATION

- **MBA, Business Development Management (Marketing)**
- Completed from Lagos Business School
- 2015
- **B.Sc. Agriculture**
- Completed from Delta State University
- 2010

