

# 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

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

<b>Methodologies, Paradigms and Patterns</b>	FDD
<b>Soft Skills</b>	Leadership
<b>Project Management &amp; Administration</b>	Marketing research, Marketing strategies
<b>Platforms</b>	Salesforce
<b>Mail / Network Protocols / Data transfer</b>	WebRTC
<b>Other Technical Skills</b>	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

