


Zion Eludini-Olufemi

Business Development & Revenue Strategist
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SUMMARY

Business development and sales strategist with 6 years of experience in revenue-driving roles. Generated over \$1M in sales through a mix of outbound prospecting, client account growth, and performance-focused campaigns, including a \$70K-per-month sales engine for a health-tech brand. Currently leading business development and go-to-market for Luxodd Games’ arcade platform, driving partner interest, early adopters, and a six-figure Kickstarter target.

CORE COMPETENCIES

- **Business Development & Partnerships:** Lead generation, outbound outreach, cold & warm prospecting.
- **Sales Strategy & Execution:** Pipeline building, deal structuring, offer positioning, upsell/cross-sell
- **Revenue Analytics:** Sales funnel analysis, forecasting, ROI tracking, KPI dashboards
- **Go-to-Market Execution:** Launch planning, sales narratives, investor & partner pitches
- **Tools & Platforms:** HubSpot, ActiveCampaign, Mailchimp, Google Analytics (GA4), Shopify, CRM workflows

PROFESSIONAL EXPERIENCE

Luxodd Games — Business Development and Marketing Strategist (2024–Present, Remote)

- Build and manage a prospect and partner pipeline, including arcade venues, investors, and early supporters.
- Craft and deliver sales narratives, pitch decks, and one-on-one outreach to convert interest into backing.
- Coordinate a cross-functional team of 20 game developers, a web developer, a sound engineer, and a graphic designer to ensure sales promises align with product delivery and timelines.

Panacea — Email Marketing Specialist (2022–2024, Remote)

- Built and operated an email-driven sales engine generating ~\$60K/month in revenue.
- Used ActiveCampaign conditional logic and GA4 to qualify buyer intent and move prospects across the funnel.
- Drove \$28K+ in commissions in two weeks by optimizing offer positioning and follow-up sequences.

Freelance Business Development & Growth Consultant — Upwork (2020–2022, Remote)

- Generated \$1M+ in sales across 40+ B2B and B2C clients in tech, healthcare, real estate, and nonprofit sectors.
- Supported founders with outbound strategy, sales messaging, proposals, and funnel optimization.
- Maintained Top Rated Plus status (Top 10%) with 100% Job Success, reflecting strong commercial outcomes.

Host Sailor — Marketing Assistant (2019–2020, Remote)

- Improved customer onboarding and retention by developing 21 technical documents that reduced friction for new IPv6 hosting clients.
- Supported customer-facing teams with training videos, helping them explain services more clearly and handle technical questions that could otherwise block deals or renewals.
- Worked closely with a 6-person cross-functional team to align product, documentation, and customer success.

EDUCATION

Obafemi Awolowo University - Ile-Ife, Nigeria

B.Sc. in Building (2018–2024)

Focus on project management and operations—skills applied to managing pipelines and sales initiatives.

ADDITIONAL CREDENTIALS

- **Digital Marketing Pro Certificate** – American Marketing Association & Digital Marketing Institute
- **HubSpot Inbound Marketing Certification** – Focus on content creation, lead nurturing, CRM usage
- **Graduate Member, Nigerian Institute of Building (GMNIOB)** – Recognized professional competence in the building sector