

Zion Eludini-Olufemi

Business Development and Sales Development

eolufemizion@gmail.com | zioneludini.com | linkedin.com/in/zion-eludini-olufemi

Business development professional with 6+ years across prospecting, partnerships and customer growth. Built a 4,993-lead outbound operation, generated 13 demos in a 60-day sprint and exceeded a target of 10 new commercial relationships every month. Closed approximately 20 relationships representing approximately 40 Rook placements and \$320,000 in equipment value. Brings account research, relevant messaging, qualification and full-cycle commercial ownership.

Account research | Outbound and inbound | Qualification | Discovery | Demos | Pipeline ownership

Professional Experience

Luxodd Games | Partnerships and Business Development Lead

February 2025 to present

- Designed and ran an AI-assisted outbound operation around 4,993 lead records across five audiences. A recorded October cohort achieved an 11.9% reply rate and 4.5% positive-response rate.
- Exceeded a monthly target of 10 new deals, partners and channel partnerships every month, owning opportunities from initial contact through discovery, demonstrations, proposals, negotiation and agreement.
- Closed approximately 20 commercial relationships across venues and partners, representing approximately 40 Rook placements and \$320,000 in equipment value at \$8,000 per cabinet.
- Generated 13 product demos in a 60-day sprint. Coordinated and participated in online and in-person discovery and demos, including PRGE 2025 and 2026 conversations with venue owners and studios.
- Developed account-specific propositions and handled difficult negotiations, including Claw City. Reworked a venue rewards proposal to address operational concerns and keep a placement opportunity moving to agreement.
- Built the publisher licensing channel from zero, with 60+ publishers approached, 11 positive replies, 4 calls and 9 tailored proposals in an earlier cohort. Closed commercial relationships including Mega Cat and PayRange.
- Trained and led two junior BDRs. Worked across a 17-person cross-functional team, translating customer needs into product input on attractor screens, leaderboards and Merchant Rewards.
- Built enrichment and outreach automations, improved the website and inbound customer experience, and maintained account context, follow-up commitments and commercial next steps across partner relationships.

Panacea | Customer Lifecycle and Retention Manager

August 2022 to January 2025

Full time through February 2024; freelance from March 2024 to January 2025.

- Replaced an external agency averaging approximately \$38,000 in monthly email and lifecycle revenue. Exceeded a \$60,000 monthly target in about two months and established \$60,000 as the new benchmark.
- Reached approximately \$80,000 in occasional peak months, equivalent to 133.3% of target. The \$60,000 benchmark represented approximately 57.9% growth over the previous agency baseline.
- Managed more than 50 customer accounts, approximately 30 concurrently, connecting account goals, lifecycle communication and campaign execution with whether customers were receiving value.
- Introduced conditional logic and deeper behavior and intent segmentation in ActiveCampaign and GA4. Retargeting campaigns generated repeat purchases for customers including Cancer Decoded.
- Generated approximately \$28,000 in a two-week reactivation campaign and delivered conversion improvements up to 32%. Managed a 200,000+ subscriber list and reciprocal affiliate-partner promotions.
- Shared discovery and campaign feedback with customer support, and trained and led two team members to improve coordinated execution against revenue and customer goals.

Professional Experience Continued

Independent via Upwork | Client Success and Account Manager

June 2020 to April 2022

- Owned more than 40 B2B and B2C client relationships across technology, healthcare, real estate and nonprofit accounts, from discovery and kickoff through delivery, retention and account expansion.
- Translated customer goals into campaign, content and conversion priorities. Managed proposals, expectations, feedback and delivery communication while keeping the work connected to the commercial problem.
- Developed repeat engagements and upsell opportunities by understanding customer needs beyond the first project and identifying additional work that could deliver practical value.
- Built a foundation in persuasive copywriting, digital marketing and client communication. Career-wide work contributed to more than \$1 million in client revenue across commercial and growth engagements.

Host Sailor | Marketing Assistant

April 2019 to June 2020

- Created 21 client enablement documents and 13 training resources for IPv6 hosting, making technical product information easier to understand and use during onboarding and adoption.
- Worked across a six-person product, documentation and customer-facing team to connect customer questions with accurate guidance, training material and product explanations.
- Supported marketing communication and customer education, developing the ability to translate technical detail into clear customer value and usable next steps.

Education

University of Illinois Urbana-Champaign, Gies College of Business

iMBA, Fall 2026 cohort | Expected 2028

Obafemi Awolowo University

B.Sc. Building Technology | Second Class Upper

Certifications and Recognition

Digital Marketing Pro, American Marketing Association and Digital Marketing Institute. HubSpot Inbound Marketing. Upwork Top Rated Plus; recorded 95% Job Success Score.

Capabilities and Tools

ICP research, audience segmentation, personalized outreach, cold email, calling, follow-up sequences, discovery, meeting generation, proposals, negotiation and partner acquisition.

HubSpot, Google Sheets, Google Workspace, Zapier, ActiveCampaign, GA4, WordPress, Slack, Trello and Asana.

Remote collaboration across time zones. Clear written communication, independent execution and coaching of junior colleagues.