

TOLUWALOPE KOLAWOLE

Business Development | Strategy | Growth | Partnerships | Market Transformation

📍 Lagos, Nigeria | ✉️ tolu7711@gmail.com | ☎️ +234 809 018 9888 / +234 704 337 3704 / +234 706 515 6845

PROFILE SUMMARY

I focus on how people, systems, and markets interact to shape business growth. Currently with BBC News Africa Business Development, I work across digital content distribution, research, and stakeholder engagement to strengthen partnerships and brand presence across Africa. I’m particularly interested in innovation, international trade, and sustainable business transformation within Africa’s fast-evolving digital economy.

CORE COMPETENCIES

Strategic & Sustainable Business Development: Partnership Growth Market Expansion Relationship Management Project Leadership Revenue Tracking	Research & Analysis: Market Intelligence Data Analysis Survey Design Strategic Reporting Insight Generation
Operations & Project Management: Budgeting Procurement Financial Reporting Logistics Coordination Process Optimization	CRM & Digital Systems: Salesforce Maximiser SharePoint Data Cleansing Contract Management Database Administration Microsoft Word, Excel, PowerPoint Canva Figma Chat GPT Claude Manus AI Perplexity
Stakeholder & Communications: Public Affairs B2B/B2G Engagement Event Coordination Strategic Storytelling Cross-Cultural Collaboration	Innovation & Product Design: User Research Sustainability Design Data Visualization Presentation & Reporting

PROFESSIONAL EXPERIENCE

BBC World Service

Business Development Associate — Lagos, Nigeria (Hybrid)

 Nov 2024 – Apr 2025

- Led onboarding of Ayoba as a digital content distribution partner, optimizing workflows and analytics.
- Facilitated partnership alignment sessions to match performance objectives with audience insights.
- Supported growth of Opera News, GhanaWeb, and Information Nigeria partnerships, boosting podcast engagement.
- Managed operational negotiations for a \$25,000 Minimum Guarantee deal with Zeno Media, including 50/50 ad revenue share; content integration completed, press release coordinated, now supporting ongoing marketing discussions and account management.
- Contributed to Salesforce CRM migration via data cleansing and end-user testing; now Salesforce superuser for Sub-Saharan Africa, supporting advanced reporting and analytics.
- Selected for BBC Charter Champion Network, shaping global dialogue on innovation and public service media.

Business Development Coordinator (Communications & Engagement) — Remote, London, UK

 Jul 2024 – Present

- Applied knowledge of communications and security systems across Africa, becoming sole manager for partner onboarding and B2B distribution platform access; go-to person for comms issues.
- Implemented internal collaboration systems (SharePoint, i-Site) for BBC Partner teams.
- Created Podcast Partnerships Tracking Tool linking marketing performance to content distribution outcomes.
- Initiated Feedback Framework System capturing partner and audience insights across five key areas.

Business Development Coordinator (West & Southern Africa) — Lagos, Nigeria (Hybrid)

 Mar 2023 – Present

- Managed regional partner portfolio on BBC News' B2B platform, achieving 291.8% increase in platform downloads within one year.
- Coordinated content syndication and rights management for AFCON 2024, Wimbledon 2024.

- Delivered Acast-based analysis of 1,000+ BBC podcasts to identify top African markets and genres.
- Worked with Audiences team to compile syndication data, ensuring accurate insights for global audience measurement across Africa.
- Coordinated high-level partner and stakeholder events across Africa, overseeing logistics, engagement, and communications.
- Maintained zero accrual record for partner payments across two fiscal years.

Pathway Model School — Akure, Nigeria

Business Administrator & Development Coordinator

 Jan 2021 – Mar 2023

- Strengthened institutional growth via stakeholder engagement, budget management, and operational planning.
- Supported strategic school development projects aligned with long-term objectives.

Prifina Inc. — Remote, San Francisco, USA

UX Design Contributor (Data & Product Visualization)

 Sept 2022 – Nov 2022

- Designed data visualization prototypes using the Uber API, applying user-centered design principles.
- Conducted research on data ownership, design, and user empowerment.

DHL International Nigeria Ltd. — Lagos, Nigeria

Management Intern (Operations & Business Support)

 Jan 2019 – Dec 2020

- Rotated through six departments, developing cross-functional expertise in logistics and operations.
- Supported customs operations, reconciling duty data and shipment records to ensure compliance.
- Assisted IT in onboarding staff computers to DHL network, improving operational readiness.

Earlier Roles (Internships)

- **Springboard Farmers Co-op Nigeria** | Research & Development Intern (Aug–Oct 2018)
 - **Capitalfield Investment Group Ltd** | Finance & R&D Intern (Jun–Jul 2016/2017)
 - **Leadway Assurance Plc** | R&D Intern (Jun–Jul 2015)
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EDUCATION

B.Sc. Economics — Covenant University, Ota, Ogun State, Nigeria

🎓 Thesis: Determinants of Non-Oil Exports in Nigeria | CGPA: 3.13 / 5.00

COURSES, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Oxford Media Policy Summer Institute (2025)
 - McKinsey Forward Learning Program — Business, Leadership & Digital Problem Solving
 - AAT UK (Finance Basics Courses) — Bookkeeping, Budgeting, Cash Flow, Financial Statements, Budget Analysis
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PERSONAL INTERESTS

Chess | Music & Arts | Product Exploration | Mentoring & Educating Boys | Creative & Sustainable Innovation