

WORK EXPERIENCE

Commercial Analytics Professional|BT

June 2025 - Current

Commercial Analyst|BT

January 2025- June 2025

- Built and maintained a custom Kanban-based Jira board to track all commercial tooling initiatives, streamlining workflow visibility and priority management.
- Led weekly team stand-ups, triaging blockers and improving delivery cadence across cross-functional projects.
- Partnered with Digital Engineering to migrate 5,000+ users from Tableau to Qlik — supporting BT's simplification and cost efficiency targets.
- Developed reusable QVD pipelines powering MTP, base management, and CPS dashboards — reducing logic duplication and improving performance.
- Delivered KPI trackers and commercial insight packs aligned with BT's £8.2B EBITDA and £1.6B free cash flow results in FY25.

ITS and Cloud Product Trader| BT, Manchester

April 2024- January 2025

- **Trading Report Optimization and Automation:** Led the weekly update of the trading report, consolidating data from Salesforce, and implementing Excel formulas (XLOOKUP, VLOOKUP, PivotTables) to reduce errors and improve data accessibility. This optimization significantly improved decision-making efficiency across sales, propositions, and senior leadership teams, ensuring the reports could be easily updated without recalculating from scratch.
- **Revenue and Margin Analysis:** Regularly cross-referenced Salesforce sales data with finance revenue reports to ensure accuracy. Identified and addressed discrepancies, such as revenue for Microsoft licensing not being correctly reflected across regions, which led to more accurate reporting and visibility.
- **Incentive and Performance Analytics:** Conducted detailed incentive analytics for key partners like RingCentral and Apple, leading to the organization of two holiday retreats for 60 sales employees and recognition for top performers. Additionally, I provided insights that motivated sales teams to achieve aspirational targets.
- **MTP Planning and Execution:** Took ownership of the MTP for ITS and Cloud, collaborating with regional traders, finance, sales, and propositions teams to ensure alignment on targets and strategies. Traded a portfolio that grew from £18 million to £163 million in sales, largely by leveraging high-margin products, cross-selling, and providing analytics that helped close revenue gaps.
- **Pipeline Management and Monitoring:** Led pipeline cover reporting, ensuring that sales teams maintained a three-times pipeline cover, giving them clarity on the volume of opportunities needed to meet targets. This effort was critical in helping the teams align their sales activities with targets and forecasts.
- **Team Culture and Engagement:** Organized and hosted multiple team-building events for the commercial performance team, fostering stronger relationships with HR, propositions, senior leaders, and partners. These events also included fun activities like quizzes and games, contributing to team morale and culture.
- **Visibility and Recognition for ITS and Cloud:** Advocated for the inclusion of ITS and Cloud in the customer-based calculations and dashboard reporting, resulting in their official recognition in the CPS portfolio. As a result, the customer base for these products will now be tracked, allowing for improved visibility and future growth potential.
- **Stakeholder Communication:** Presented monthly revenue and gross margin actualization reports to over 30 key stakeholders, providing clear insights into where the organization stood against targets, and recommending strategic actions to meet sales and margin goals.

- **Collaboration and Cross-functional Work:** Worked closely with finance to gain a comprehensive view of product performance and identify potential issues. Also collaborated with the regional teams, sales, and propositions to execute campaigns that boosted product penetration and sales performance.

Cloud Work Product Manager| BT

October 2023 - April 2024

- Managed lifecycle tracking for legacy Voice & IP services, supporting their gradual retirement.
- Co-led discovery workshops with operations and sales to understand blockers during customer migration.
- Created guidance for sales teams to support transition to BT-hosted VOIP/cloud services.
- Used Qlik dashboards to track adoption and service metrics for voice portfolios.
- Worked with propositions to align customer comms and tech delivery plans for legacy services sunset.

Cyber Security portfolio management intern|BT, London

JUNE 2023 - September 2023

- Spearheaded efforts to optimise the Eagle-i Managed service tiers, contributing to improved customer success rates. Collaborated with cross-functional teams to identify pain points and devised effective strategies to address them.
- Reviewed the Eagle-i MSS tiers to identify areas for improvement to elevate customer success within the UK security customers.
- Participated in regular team meetings, presenting findings and updates on the progress of projects. Contributed actively to brainstorming sessions and problem-solving efforts.
- Worked closely with teams across departments, including strategy, engineering, propositions, and sales, to foster a cohesive approach to BT security service offerings.
- Utilised key performance indicators (KPIs) to measure the impact of implemented changes, enabling data-backed evaluations of customer success and overall project performance

Event organiser| University of Reading SEND Conference

January 2023 - July 2023

- Designed eye-catching promotional materials for school events using Figma and Microsoft Office, resulting in a 30% increase in event attendance.
- Documented and collated speaker availability using Excel and communicated event details to speakers and stakeholders, resulting in 100% on-time event delivery.
- Booked venues and coordinated logistics for school events, including catering, seating arrangements, and transportation, ensuring seamless event execution. Communicated with other members of the community using Microsoft Word and email to ensure smooth coordination and collaboration.

Warehouse Operative| English Provender Company

September 2022 - June 2023

- Utilised sorting and packing skills to accurately organise inventory and optimise space usage. Sorted and packed inventory with high attention to detail, achieving an average of 100% orders fulfilled per shift.
- Operated equipment, including pallet jacks and conveyor belts, to transport inventory safely and efficiently. Demonstrated strong organisational skills, resulting in a 30% reduction in shipment processing time.

- Maintained a clean and organised warehouse environment by utilising cleaning tools and equipment, including brooms, scrubbers, and disinfectants. Contributed to a 20% increase in worker productivity and a 50% reduction in workplace accidents.

NFT Discord community manager| One Eyed

January 2022 - March 2022

- Successfully managed and grew the Discord community for One Eyed, an NFT project on the NEAR blockchain, increasing membership by 50% and daily active users by 75%.
- Facilitated engagement and collaboration between One Eyed community members, artists, and developers by moderating channels, organising events, and creating engaging content such as AMAs and tutorials.
- Utilised NEAR blockchain tools and other platforms to promote One Eyed and its community, including social media, newsletters, and partnerships, resulting in increased visibility and sales.

E-Payment Intern| Independent National Electoral Commission (INEC), Abuja

June 2021 – July 2022

- Processed an average of 50 payment vouchers of staff claims, overheads, and contracts daily for the Independent National Electoral Commission (INEC) using payment processing tools such as NIBSS, reducing payment processing time by 50%.
- Utilised the NIBSS platform to allocate INEC staff salaries of ₦2 billion to all 36 INEC office branches in Nigeria, ensuring the secure and efficient transfer of funds.
- Supported external auditors in the provision of financial documents and payment vouchers, utilising financial analysis skills and knowledge of accounting tools such as Excel, in the review of the commission's financials

Youtube Manager & Editor| Gamerro Musica

January 2021 - November 2021

- Increased engagement by 70% and subscriber growth by 57% in six months for a beat making channel using Adobe Premiere Pro, Excel sheets, and VidIQ for content creation and SEO.
- Diversified content and increased viewership by 30% for a beat making channel using VidIQ, Adobe Premiere Pro, and google sheets for research, experimentation, and performance tracking.
- Improved consistency and increased viewership and engagement by 20% and subscriber growth by 50% for a beat making channel using Excel sheets, Adobe Premiere Pro, and VidIQ for content planning, quality control, and SEO optimization.

Administrative Intern| Hilltrust Global Investment, Abuja

June 2018 - August 2018

- Managed office supplies stock, prepared office budgets and expenses reports, and utilised tools such as Excel to track spending and ensure the efficient use of resources, resulting in a 10% reduction in supply costs.
- Controlled correspondence for portfolio managers and provided customer service to over 1000 clients, utilising skills in communication and relationship management and tools such as email and phone, resulting in a 20% decrease in late payments and an increase in client satisfaction.
- Scheduled meetings and events, maintained a company calendar, and drafted meeting minutes, utilising organisational skills and tools such as Microsoft Outlook and Google Calendar, resulting in improved productivity and timely decision-making. Presented monthly performance reports and presentations to the office, which were used to measure company performance and identify areas for improvement

Summer Intern| Federal Capital Development Authority (FCDA), Abuja

May 2017 - July 2017

- Managed pension fund allocation for 200 retirees using Excel to track and analyse data, resulting in timely and accurate fund distribution.

- Demonstrated leadership skills by training and mentoring 2 new HR interns on departmental procedures and protocols, improving their overall performance and contributing to team productivity.
- Enhanced departmental efficiency by reviewing and verifying employee files for errors, and drafting and circulating memos using Microsoft Word, ensuring compliance with company policies and regulations.

Communities

GRADNET Regional Co-lead | BT

November 2023 - December 2024

- Co-led GradNet North region community, driving early-career engagement through learning, social, and charitable activities.
- Organised the Stoodley Pike fundraiser, raising £600 for UNICEF and boosting participation across 3 regions.
- Partnered with regional leads to deliver career events, learning bootcamps, and wellbeing check-ins.
- Maintained comms and feedback loops to ensure high levels of engagement and inclusivity.
- Aligned GradNet campaigns with BT's early talent and internal mobility goals.

FCN DEI Co-lead | BT

November 2023 - December 2024

- Led the design and launch of the “#BashingBias” series, a 7-part campaign on workplace bias and inclusion.
- Curated speakers, facilitated sessions, and managed pre/post-event engagement analytics.
- Increased engagement by 67% YoY, strengthening visibility for DEI efforts within early careers.
- Partnered with GradNet and HR to align campaigns with broader regional inclusion objectives.
- Promoted internally for impact and delivery, resulting in greater influence on future campaign strategy

PROJECTS

UX/UI Designer | Home at Halls app redesign

December 2022 - January 2023

- Utilised my proficiency in UX/UI design principles to create an intuitive and visually appealing redesign of the Home at Halls app, incorporating design elements such as colour, typography, and layout to enhance the user experience.
- Employed industry-standard design tools such as Figma, Google icons, and Colours to produce wireframes, prototypes, and final design assets for the app, ensuring that the design was consistent across all screens and platforms.
- Leveraged my knowledge of user-centred design methodologies, conducting user research and usability testing to gather insights and refine the design to meet the needs of the app's target audience, resulting in a highly usable and engaging user interface.

Financial analyst | ICM331 Investments & Securities

November 2022 - December 2022

- Skilled in financial analysis and data visualisation: Successfully completed a financial analysis project on AstraZeneca, utilising Excel and Google Finance to create interactive visualisations that highlighted the company's industry structure, stock prices over the last 5 years, and key financial metrics. Achieved a grade higher than $\frac{2}{3}$ of the class
- Proficient in market research and portfolio management: Collaborated with a team of 4 students to perform financial analysis of an FTSE350 Index company and created a market portfolio for a client, utilising financial modelling software, Bloomberg, and other tools to analyse market trends and create a diversified portfolio.
- Strong project management skills: Entrusted with the responsibility of bringing all elements of the financial analysis project together for the final presentation. Demonstrated strong project management skills by effectively coordinating with team members, ensuring timely completion of tasks, and delivering a cohesive and well-structured final presentation.

Machine Learning Analyst|ICM317 Python in finance

November 2022 - January 2023

- Conducted a comprehensive Python project in finance leveraging web scraping, SQL, and NLP from machine learning, demonstrating proficiency in complex technical tasks.
- Utilised econometric models to test a financial hypothesis, producing reliable and valid results based on rigorous analysis.
- Communicated project findings effectively through a well-structured report with tables and figures, and included Python code in an appendix for transparency and easy reference.

Finance Consultant| ICM314 Digital Banking and Payment Systems

January 2023 - May 2023

- Provided strategic advice to the Government of Mexico on launching the ePeso, a stable coin that is fixed against the traditional Mexican Peso, to increase financial inclusion.
- Proposed a digital banking system that ensures individuals and corporations can trace their e-MXN holdings to prevent money laundering, and recommended that the government requires merchants to sell goods and services at the same price in MXN or e-MXN.
- Advised the Government of Mexico to incentivize individuals to convert MXN into e-MXN by offering a 3% free value conversion rate and requiring the exclusive operator of the e-MXN payments system to promote the use of e-MXN for daily transactions

Data Analyst |ICM337 Econometric Analysis for Finance Group project

November 2022 - December 2022

- Led a team of six in performing an econometric analysis on the effects of Covid19 on Germany and Jordan's MSCI index, utilising Python to preprocess the data and ensure it met the assumptions of linear regression, including Independence, Normality, and Homoscedasticity.
- Took full ownership of the programming component of the project, using advanced econometric techniques to analyse the data and perform regression analysis, ensuring the results were accurate and reliable.
- Conducted thorough testing and validation of the code, utilising Jupyter notebooks to generate summary statistics and visualisations, resulting in a clear and compelling presentation of the findings. Additionally, used Bloomberg terminal to obtain the necessary data, demonstrating a proficiency in data sourcing and analysis.

Research Analyst & Writer |Final Year Thesis on the Effects of External Business Factors on the Performance of Nigerian farms

September 2019 - July 2020

- Demonstrated proficiency in data collection tools and techniques by conducting extensive research on the effects of the external business environment on the performance of agricultural companies in Nigeria, including online surveys created through Google Forms and site visits to nine farm companies in Abuja, Nigeria.
- Analysed and interpreted large data sets collected from multiple sources, including data from the nine farm companies, using statistical software such as SPSS and Excel, showcasing advanced data analysis and interpretation skills.

- Produced a final year thesis that contributed to the existing body of knowledge in the field of agricultural economics, earning a high grade for the project, offering meaningful insights and recommendations for policymakers and stakeholders to enhance the sustainability of the agricultural sector based on the comprehensive analysis of data collected from multiple sources.