

AYOMIDE 'MIMI' ABOROWA

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An innovative, business and data analyst with high attention to detail passionate about brands and marketing, African development, generating and implementing creative ideas to problem solving.

EDUCATION

- Sept 2013 – Sept 2014 University of Dundee, Scotland, UK**
MSc. Energy Studies with specialization in Oil & Gas Economics
Modules *Marketing – A2*
Energy Economics: The Issues – A3
- Oct 2010 – July 2013 University of Birmingham, UK**
BSc. Geology – Second Class Honors, Division Two
- Sept 2008 – June 2010 Thomas Adams College, UK**
A Levels. Geography (A), Sociology (A), Business Studies (B)

EXPERIENCE

- Sep 2019 – Present Finance Business Partner.** Ardova Plc. No 1. AP/Conoil Road, Ijora, Lagos.
Ardova Plc (former Forte Oil Plc.) is a leading integrated energy company in Nigeria with over 500 retail networks across the 36 states of Nigeria and the Federal Capital Territory of Abuja.
- Working as a Finance Business Partner for the Management Information Systems (MIS) department.
 - Introduced to the SAP application to monitor sales and invoices sales, deliveries and issue out purchase requisitions.
 - Prepare optimization reports to the Business Managers and Head of Retail & Lubricant Marketing for effective monitoring of regional and nationwide station performance.
 - Collaborate with the Marketing team, Procurement and Business Assurance and Compliance Department in designing required reporting. This includes a daily stock report, credit station analysis, station compliance monitoring, dealer appraisal forms, station visitation monitoring and a network acquisition report.
 - Led on the drafting and design of a Customer & Station Database that monitors the Retail and Commercial Network of the company.
 - Support the IT department in Business process automation. This includes the ongoing Internal Database project an application to host the nationwide customer database.
- Aug 2017 – Sep 2019 Business Analyst.** Forte Oil Plc, 13 Walter Carrington Crescent, VI. Lagos
Forte Oil Plc is a Nigerian integrated energy solution provider with over 500 retail networks across the 36 states of Nigeria and the Federal Capital Territory of Abuja.
- Worked as a Business Analyst for the Marketing (Sales) department.
 - Introduced to the SAP application to monitor sales analyze sales performance considering sales; goals to identify areas of weakness the organization can address to improve sales.
 - Trained with Chevron Lubricants team on their internal Salesforce Customer Relationship Management application. This involved client relationship management for distribution of the Texaco Havoline Lubricants products with regards to the Forte Oil and Chevron Lubricant partnership.
 - Supported the Head of Lubricants with the proposal and implementation of the Lubricants Incentive Programme. This involved awarding the top Dealers and Lubricants Distributors with Forte Branded trucks.

- Represented the company as a member of the Major Oil Marketers Association of Nigeria (MOMAN) Strategy committee. Of which our group projects include Mapping of the Nigerian Downstream Petroleum Industry and a Report on the Deregulation of the Nigerian Petroleum Industry.
- Part of the core team for the implementation of the FO Quick website and the FO App. This involved user testing of the E-Commerce website to encourage customer purchases of all Forte Oil products.

Oct 2016 - April 2017 Narag Energy Solutions, Plot 6 Block 86, Godwin Omenne Street, Lekki. Lagos

Narag Energy Solutions is a Nigerian oil and gas services provider to clients in the areas of asset determination studies and planning and associated services, production facility optimization, engineering design services and project management.

- Worked as an Intern in the Geosciences and Petroleum Economics department to an Oil & Gas servicing company.
- Introduced to Petroleum Geosciences, Geology of the Niger Delta, Geological Static Model building using Petrel Software.
- Prepared an economic model and report for investment/divestment consulting and worked on Technical tenders for submission.
- Worked at the National Data Bank in the Department of Petroleum Resources (DPR) and assisted with geological well log classification for the ongoing National Data Repository project.
- Provided in-house Technical capability and Health & Safety presentations to the team.

Jun 2016 - Sept 2016 Baklang Group, 1B Polo Club Road, Ikoyi. Lagos NIGERIA.

Baklang Group is an Oil and Gas servicing company.

- Worked as an Intern within the Bid/Tendering department.
- Involved with studying Invitation to Bid (ITB), Invitation to Tender (ITT) documents received from contractors/customers
- Submitted bid packages through NipeX online Joint Qualification portal
- Worked on Technical Tenders for submission
- Assisted with developing a CV database for manpower services
- Led on document control. This involved preparing tender packages.

Apr 2016 - Apr 2016 Hyde Energy Ltd, 12 Landbridge Avenue, Oniru, Lagos NIGERIA.

Hyde Energy is an Oil trading company engaged with the trading and marketing of oil, refined products, gas and renewable energy products.

- Worked closely with the Finance/Operations department
- Involved with financial documentation, auditing their general ledgers
- Assisted the Executive Assistant. This involved maintaining company documents in a structured and well organized manner
- Responsible for administrative tasks. This included clerical duties.

Dec 2014 – Jan 2016 **Content Editor & Marketing Lead, Dojo Media & App, London**

Dojo is a new age media powerhouse and the leading city discovery app in London, with a similar guide launched in Paris. The Media house includes an in-house creative and production agency which partners with inspiring brands such as HTC and House of Peroni.

The London city discovery app was voted “Best App of 2015” for both Apple and Android platforms.

- Worked as a Content Editor and Marketing Lead to a high growth London and Paris based media agency and city discovery startup, Dojo App.
- Joined during the early stages of development as the fifth hire and my role evolved to include a variety of duties for the London team covering editorial, design and marketing.
- Supported in the development of an innovative collaboration with HTC titles “Virtual reality is dead” that helped positioned the HTC ‘Vive’ virtual reality headset as fore-runner in the field.
- Managed the Instagram account and was responsible for the Instagram hashtag #sodojo which encouraged user engagement. Today, the Dojo Instagram account has over 10,000 followers.
- Measured user response and maintained the slick design interface.
- Led on curating a lifestyle and restaurant guide for the app. This involved reviewing restaurants and writing tips and research and experience visits.
- Built trusting relationships with a variety of lifestyle and media contacts.
- Supported the training and development of new joiners.
- Demonstrated self-motivation and energy in taking ownership of client projects.

ACHIEVEMENTS

- Inaugural Member of the Strategy Committee for the Major Oil Marketers Association of Nigeria (MOMAN).
- Creative Director and Founder of irin journal (www.irinjournal.com/shop) – irin journal is an independent African culture and travel print magazine with each issue focusing on a different city. In 2019, The inaugural edition, The Lagos Issue was launched and welcomed internationally with stockists and readers in over 25 countries worldwide. The journal has been featured in Condé Nast Traveller UK, Monocle, Hanatsubaki Magazine Japan and Courier Media.
- Exceptional Achievement in A Level Sociology – Thomas Adams School, Wem. UK.

SKILLS

IT Proficient in Microsoft and Mac packages (Word, Power Point, Excel)

Application Software SAP

Languages English (Native), Yoruba (Advanced), French (Basic) & Spanish (Basic)

INTERESTS / HOBBIES

Photography, Travelling, Writing, Contemporary Dance, Swimming, Theatre, Volleyball.

REFEREES

Nana Dawodu

Managing Director/CEO

ALM Consulting

1004 Estate

Victoria Island

Lagos

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Chinazom Eloji

Reservoir Geologist/Petroleum Economist

Narag Energy Solutions

Lekki Phase 1

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