

MOSES BAMIDELE OGUNSANYA

Certified Customer Relationship Manager (CICRM, CCSM)

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CAREER SUMMARY

With over ten years of experience, I am a detail oriented and client-focused professional who manages CRM platforms, customer engagement strategies, and digital marketing across diverse industries and international markets. I excel at overseeing end to end client operations, from acquisition to onboarding, including the installation of Bitcoin ATMs, credit card processing systems, and e-commerce payment platforms.

I am proficient in utilizing tools such as Clover, Office 365, Zoho, Monday.com, and Twilio to streamline processes, enhance customer satisfaction, and optimize data management.

I have successfully facilitated the installation of over 50 Bitcoin ATMs across Texas, USA, and more than 10 Bevel digital payment systems. I have also played a key role in supporting realtors to close over 45 property transactions, spanning sales, rentals, and purchases, through CRM coordination and client support. Additionally, I have driven customer retention through proactive CRM practices.

I have demonstrated leadership in team performance and training, coordinating high performing sales teams to achieve the highest commission within the organization. I have also delivered weekly training to a group of over 100 staff on customer service management and professional conduct. Furthermore, I am known for bridging communication between cross functional teams, including sales, operations, and technical support, to ensure smooth delivery of services and solutions.

CORE COMPETENCIES

- Client Relationship Management
- Customer Experience Strategy
- CRM Systems & Data Management
- Project Coordination & Team Liaison
- Analytical & Process Improvement Skills
- Quality Assurance and Process Efficiency
- Digital Marketing & Outreach Campaigns
- Technical Support & Troubleshooting
- IT Service Management Tools (Zoho, Siebel CRM, Monday CRM)
- Productivity Tools (Office 365, Google Workspace)

WORK EXPERIENCE

ModernPay LLC (Remote, USA)

CRM & Payments Operations Lead | Jan 2023 – Present

- Manage end to end client engagement for Bitcoin ATM installations and digital payment solutions like Bevel, including credit card processing, online payments, and e-commerce integration.
- Facilitated the successful installation of over 50 Bitcoin ATMs across Texas, USA and more than 10 Bevel digital payment solutions.
- Coordinate across sales, operations, and technical teams to ensure seamless setup, onboarding, and support for all clients.
- Oversee CRM systems and customer databases, driving retention, satisfaction, and long term client relationship success.
- Act as key liaison between clients and internal stakeholders, ensuring all processes from acquisition to installation are smooth and client-focused.

Spread Your Wings LLC (Remote, USA)

Customer Relationship Manager | Aug 2020 – May 2024

- Managed multi-channel CRM platforms to support client campaigns, digital marketing strategies, and customer data accuracy.
- Oversaw social media management for clients by coordinating between internal social media teams and client expectations to ensure timely content delivery and engagement.
- Automated key marketing processes including email responses, segmentation, and outreach through CRM workflows and digital tools.
- Delivered customer insights and campaign performance data to support client retention, upselling opportunities, and brand consistency across channels.

Head Researcher & Lead Generation Specialist | Mar 2019 – Jul 2020

- Led all research initiatives to identify potential client segments, industries, and key contacts for outreach and sales targeting.
- Developed tailored lead generation strategies using data sources, market trends, and competitive analysis to support the company's growth pipeline.
- Managed CRM platforms to track leads, segment audiences, and maintain clean, accurate data across multiple outreach campaigns.
- Maintained communication with leads, qualified them for business readiness, and handed them over to sales for closing.

SirLuckHomes Real Estate (Remote, Canada)

Digital Marketing & Client Management | Sep 2020 - Dec 2021

- Managed social media presence across major platforms, creating and scheduling content to boost engagement and generate leads.
- Worked directly with realtors to organize, update, and maintain their CRM pipelines, ensuring accurate tracking of prospects and client communications.
- Handled back-end maintenance of the company's WordPress website, including plugin updates, content uploads, and performance optimization.

- Contributed to the successful completion of over 45 property transactions, including sales, purchases, and rentals by supporting realtor workflows and client coordination.
- Launched digital campaigns using email automation tools and analytics to support outreach and lead nurturing strategies.
- Provided weekly CRM reports and performance insights to leadership, contributing to data driven decision making.

Forbes Marketing Conglomerate (Remote, USA)

Contact Center Supervisor (Independent Contractor) | Jan 2019 - Apr 2020

- Managed a remote team of call center agents; ensured SLA adherence and performance KPIs.
- Scrubbed, validated, and uploaded data sets for CRM targeting and campaign execution.
- Coordinated the team in executing successful sales strategies, which contributed to achieving the highest sales commission in the organization during the period.
- Conducted real-time QA monitoring and coaching to improve service delivery and sales closure.
- Delivered data reports and dashboards to the COO and HR for weekly performance analysis.

Union Bank Nigeria plc (On-site, Nigeria)

Team Lead - Process Efficiency & Quality Assurance | Jun 2016 - May 2018

- Conducted customer behavior analysis and aligned process efficiency to goals.
- Coordinated audit reviews, agent coaching, and call monitoring to maintain service standards, while consistently training a team of over 100 staff on different weekly topics covering customer service management and workplace etiquette.
- Defined quality frameworks that enhanced complaint resolution time and customer loyalty.
- Provided CRM and call center tech training to junior agents.
- Led quality assurance by defining performance metrics, implementing best practices, and developing process improvement tools.
- Diagnosed and resolved network connectivity issues, escalating unresolved problems to IT support channels when necessary.
- Registered, maintained, and managed user profiles within the biometric access control system to ensure secure facility access.

Contact Centre Officer | Dec 2014 - May 2016

- Delivered frontline support across voice, email, and digital channels for retail customers.
- Utilized decision support tools to track client interactions and manage service requests.
- Worked with card management modules and business object reports to solve customer disputes.
- Acted as Assistant Team Lead, regularly stepping in to handle team leadership responsibilities in the absence of the Team Lead.
- Collaborated with IT team to improve ticket logging system efficiency.

Ecobank Nigeria plc (On-site, Nigeria)

Contact Centre Officer | Jun 2012 - Dec 2014

- Provided technical and transactional assistance to clients via CRM platforms.
- Documented and escalated system bugs and customer complaints for backend support.
- Helped improve team productivity by onboarding junior reps and knowledge sharing.
- Managed a team of 5, conducted regular training sessions, and led performance coaching to maintain high service standards.
- Delivered consistent high-quality service while monitoring compliance standards.

EDUCATION, CERTIFICATIONS & RECOGNITIONS

- **B.Sc. (Hons) Physics/Electronics** - Ekiti State University, Nigeria | 2017
- **Certified Customer Service Manager (CCSM)** - CICRM | 2025
- **Member**, Chartered Institute of Customer Relationship Management (CICRM) | 2025
- **Python Programming Certification** - RITA Africa | 2024
- **Digital Ad Certification** - Aleph Group | 2023
- **Diploma in Digital/Viral Marketing** - Shaw Academy | 2018
- **Diploma in Social Media Marketing** - Shaw Academy | 2017
- **Call/Contact Centre Skills Training** - U-Connect | 2016
- **Diploma in Customer Service** - Alison Online Learning | 2014
- **Frontline Customer Service Certification** - QAI Global Institute | 2013
- **Letter of Commendation** - Ecobank Nigeria | 2014
- **Best Male Staff Award (Departmental)** - Union Bank Nigeria plc | 2015-2017

HOBBIES

Traveling | Surfing the Internet | Playing Chess & Scrabble | Blogging | Football | Tech Enthusiast.