

Segun Emmanuel Oladele

Brand Manager | Project Manager | Sustainability and International Management

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PROFILE

Brand and project manager with five years of experience, from brand management for Golden Penny to delivering construction and infrastructure projects for corporate clients in Lagos. Currently completing a Master's in International Management and Sustainability at Université Bourgogne Europe (IAE Dijon), with ESG and corporate sustainability training from IESE and Lund University. Seeking an internship or work-study (alternance) in brand management, marketing and communications, project management or sustainability (ESG) in France or Europe, across industries.

PROFESSIONAL EXPERIENCE

Brand Manager for Golden Penny (Fusion 360)

Dec 2025 – Sept 2026 · Lagos, Nigeria

- Set up and managed the Golden Penny activation site at Davido's Homecoming concert, marking his 15 years in the industry, at the National Theatre in Lagos.
- Drove revenue through brand design and brand management for Golden Penny at the Big Brother Naija reality show.
- Delivered end-to-end branding, from strategy to graphic and motion design and website builds.

Project Manager · Triverse Digital

Sept 2022 – Dec 2025 · London, Remote

- Main link between executive leadership, corporate clients and contractors on construction and infrastructure projects.
- Led projects end to end across cross-functional technical teams, and introduced sustainable methods that cut waste.

Assistant Project Manager · Trailblazer Consultancy

Sept 2021 – Sept 2022 · Lagos, Nigeria

- Supported senior project managers with planning and technical documents, tracked daily progress and kept milestones on schedule.

EDUCATION

Master's in International Management and Sustainability (M1 IMS)

Université Bourgogne Europe, IAE Dijon · 2026 – 2028 · Dijon, France

- Focus on strategy, international management and sustainability.
- Thesis in progress: sustainability strategy in French SMEs.

Bachelor of Technology, Architecture

Ladoke Akintola University of Technology · 2018 – 2023 · Nigeria

- CGPA 4.00/5.00. Thesis: optimizing daylighting in an ultra-modern ICT centre in Ibadan.

CERTIFICATIONS

Programme	Institution	Dates	Grade
Strategy and Sustainability	IESE Business School	Aug 2025 – Jun 2026	87.83%
Professional Skills for International Business	University of London	Jan – May 2026	99.23%
Sustainable Cities and Communities	Lund University (IIIEE)	2023 – 2024	94%

SKILLS AND LANGUAGES

- **Skills:** brand management, project management, stakeholder and client management, business strategy, ESG and corporate sustainability, budgeting and cost estimation, graphic and motion design, website development.
- **Languages:** English (native), French (A2, basic).

ADDITIONAL EXPERIENCE

- Graphic designer (volunteer), United Nations campaigns · 2021 – 2022 · Lagos
- Award: First Class Honours (GPA 5.00/5.00), SIWES industrial work experience scheme · 2022