CHIKO SHIRE

London, UK | shirechiko@gmail.com | +44 7480642511
www.chikoshire.com | linkedin.com/in/chikoshire

CORE COMPETENCIES

- SaaS Sales & Business
- Development
- Pipeline & CRM Management
- (HubSpot, Salesforce, Custom
- CRM)
- Lead Generation & Deal Closure
- Digital Marketing & Paid Media
- Strategic Partnerships & Client
- Onboarding
- Team Leadership &
- Collaboration
- Go-to-Market Strategy
- Project Management & Process
- Automation
- Content Management Systems
- Customer Success & Retention
- Performance Metrics & Revenue
- Growth
- Innovation & Digital
- Transformation

TECHNICAL SKILLS

- CRM: Salesforce, HubSpot,
- Custom CRM
- Marketing: Google Analytics,
- SEO, Paid Media, Social Media
- Platforms: Webflow, Shopify,
- CMS
- Automation: AI-powered tools,
- Project Management Systems

HOBBIES & INTERESTS

- DJing
- Fitness
- Creative Arts

EDUCATION

- A Levels: English (A), Biology (B), Maths (B), Psychology (AS Level B)
- Woodhouse College & Haringey Basketball Academy, London | 2012 – 2013
- Distinction Level 3

CERTIFICATIONS & AWARDS

- BA Excellence Award, Ginger Promotions (2017)
- Promotion to Crew Leader, Ginger Promotions (2017)

PROFESSIONAL SUMMARY

Results-driven SaaS Business Development leader with a proven record of exceeding sales targets, building high-performing teams, and driving digital transformation for high-growth companies. Expert in pipeline management, CRM optimisation, and go-to-market strategy for B2B and SaaS environments. Passionate about leveraging technology, creative strategy, and data-driven insights to deliver measurable revenue impact and client success.

PROFESSIONAL SUMMARY

SENIOR STRATEGIST

Whitefriar, London | Jun 2025 – Present

- Lead strategic initiatives for an online reputation SaaS, helping executives and high-growth companies control and enhance their digital presence.
- Drove client onboarding and SaaS sales, positioning clients for board seats, partnerships, and speaking engagements.
- Combined strategic insight with execution to increase client visibility and credibility.

BUSINESS DEVELOPMENT (PART-TIME)

Pattern Up, UK (Remote) | Oct 2025 – Present

- Oversee vision, strategy, and daily operations for a tech-driven company delivering innovative SaaS and digital solutions.
- Built strategic partnerships and led new business development, driving growth and high-quality client outcomes.

BUSINESS DEVELOPMENT (PART-TIME)

Creative Concepts Agency, London (Remote) | Aug 2024 – Present

- Consult on high-impact digital projects for luxury and legacy brands, leading technical execution of bespoke platforms and CRM architecture.
- Drive innovation frameworks and systems thinking to elevate agency performance.

FOUNDER, CREATIVE STRATEGIST

TUXX Agency, London (Remote) | Mar 2019 – Jul 2025

- Founded and scaled a digital agency specializing in AI automations, custom CRM setups, and Webflow websites for B2B clients.
- Developed and implemented project management systems, streamlining operations for clients

PROPERTY CONSULTANT

Foxtons, London | Nov 2019 – Aug 2020

- Exceeded monthly sales quotas, generating over £500k in closed deals.
- Built and maintained a pipeline of high-value clients, increasing repeat business by 15%.