

# OSCAR ANUNOBI

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Calgary  
GROWME

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## SUMMARY

Dynamic **Account Manager** with 8+ years of success managing complex, high-value B2B relationships across Oil & Gas, Construction, and Financial sectors. Recognized for transforming underperforming accounts into growth engines by aligning strategy, analytics, and client trust. Skilled at identifying untapped opportunities, delivering measurable ROI, and leading cross-functional teams to execute digital and technical solutions.

## RELEVANT WORK EXPERIENCE

### **AGGREKO ENERGY INC. | Calgary, AB | April 2023 – May 2025**

*Canada's premier provider of mobile and modular temperature control and energy solutions, trusted across diverse industries. Aggreko services are tailored to meet the demands of challenging environments, including remote mining, energy facilities, manufacturing plants, oil and gas operations, and high-demand data centers. Aggreko delivers reliable, scalable solutions that support both industrial and commercial sectors in the most demanding conditions.*

#### **Business Development Manager**

- Built and maintained long-term relationships with key accounts, by redesigning account engagement strategy—introduced quarterly business reviews, data-driven project forecasting, and personalized site solutions—resulting in a 35% increase in repeat business year-over-year.
- Developed and executed go-to-market strategies targeting Oil & Gas operators, achieving \$8M+ in new business revenue within 2 years.
- Led technical site assessments and collaborated with engineering teams to design tailored temporary power and cooling systems for refineries and production sites.
- Proactively identified client expansion opportunities by analyzing usage data and cost-efficiency gaps—upsold long-term service contracts worth \$5M+.
- Presented growth roadmaps and KPI dashboards to senior client stakeholders (Operations Managers, EPC leads, CFOs), improving client confidence and contract renewals.

### **CAST SUPPLY EDMONTON INC. | Calgary, AB | February 2021 – April 2023**

*Cast Supply is a Canadian-owned supplier of high-quality masonry and cladding products, serving the Western Canadian construction industry. Cast Supply offers a curated selection of unique, aesthetically superior materials, including clay brick, thin brick, architectural pre-cast, natural stone, and innovative products like composite cladding and fibre cement panels.*

#### **Account Manager**

- Expanded market presence across Alberta, achieving 115% of annual sales target in 2023.
- Drove new business growth through cold calling, networking, and on-site client visits, resulting in over \$3M in new contracts.
- Utilized targeted paid ads, SEO-optimized landing pages, and content-driven campaigns to generate inbound leads and strengthen brand awareness within regional markets.
- Used Google Analytics and CRM tracking to assess lead sources, measure campaign ROI, and refine marketing funnels for better conversion efficiency/ improved CRO.
- Partnered with digital teams to optimize paid campaigns and web content strategies, improving conversion and client ROI.

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## OTHER WORK EXPERIENCE

### AMERICAN INCOME LIFE INSURANCE | Calgary, AB | August 2019 – February 2020

American Income Life (AIL) is an international provider of life, accident, and supplemental health insurance, protecting working families across the U.S., Canada, New Zealand, and New York through its subsidiary, National Income Life Insurance. Since 1951, AIL has served union members, credit unions, and associations, building long-term relationships by offering personalized service in the comfort of clients' homes.

#### Insurance Advisor

- Managed a portfolio of 300+ client accounts, delivering personalized coverage strategies and ongoing financial reviews to ensure client satisfaction and retention.
- Transformed underperforming policy segments by introducing proactive follow-ups and performance tracking dashboards, leading to a 95% renewal rate and top 5% national ranking in client retention.
- Leveraged data-driven insights and CRM analytics to identify upsell opportunities and cross-sell coverage options—boosting average policy value by 40% and exceeding annual premium goals by 150%.
- Conducted consultative presentations (both virtual and in-person) that simplified complex financial concepts, earning consistent client trust and long-term loyalty.
- Operated with a KPI-driven mindset, maintaining accountability for conversion rates, lead response times, and renewal metrics.

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## EDUCATION

Bachelor of Commerce [Business Management] University of Saskatchewan | 2019  
LLQP Certified | 2019  
CPH and CSC | 2022

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## AREAS OF EXPERTISE

Strategic Sales & Business Development Execution	Digital Marketing Strategy & Performance Analytics
Relationship Management & Client Retention	Client Strategy & Growth Optimization