DEMI OWODUNNI

Brand Storyteller & Growth Partner

I turn stories into relationships, and relationships into revenue.

917-388-5303 | | LinkedIn

Nestlé · Nespresso · Harvard · Koch Industries · Staffline Recruitment · Uber · Netflix · Baltimore Police Department

$3.75M	200%	#1	40%
Closed in year one at Luminance, against a $1.7M quota	Of quarterly target, every quarter at Whale	Top of the Whale sales leaderboard	Boost in media coverage for the Kerry Washington x Aurate launch

THE STORY

My career lives where sales, marketing and customer success meet, and I've learned that the best deals start as great conversations. I've sold AI to General Counsel, closed enterprise clients like Nestlé, Nespresso and Harvard, launched a celebrity collaboration with Kerry Washington and worked on Burna Boy's album rollout, all the way to the Grammys. I'm known for relationships that keep growing long after the deal closes, with clients across North America, EMEA, the UAE and Africa.

EXPERIENCE

Senior Account Executive | Whale | May 2025 to Present

Drove $1M+ in ARR, closing Nestlé, Nespresso, Harvard and the Baltimore Police Department. Exceeded quarterly target by 200% every quarter, reached #1 on the team leaderboard, and closed a deal the CEO and co-founder called the "biggest deal to date."

Senior Account Manager | Traact | Jan 2023 to Sep 2023

Ran campaigns that drove a 40% surge in lead generation and lifted brand awareness, contributing to a 10% market share gain.

Account Executive | Luminance | Jan 2022 to Dec 2022

Closed $3.75M against a $1.7M quota, selling AI to General Counsel at companies like Koch Industries. Grew the client base 50% through client advocacy and ran nationwide events that added $500,000 in ARR.

Head of Customer Success & Marketing Coordinator | Aurate | 2020 to 2022

Managed Kerry Washington's talent relationship and told the story behind the Kerry Washington x Aurate launch, boosting media coverage 40%. Grew web traffic 25%, social followers 10% and engagement 15%.

Community Engagement Manager | Freelance | 2018 to 2022

Built and managed online communities for clients, reducing churn 25%.

KIND WORDS

"This level of customer service is uncommon and deserves recognition... She is a tremendous asset to your team."

Sergeant Zachary Novak,
Baltimore Police Department

"Biggest deal to date. Congratz!"

Gary Vanbutsele,
CEO & Co-founder, Whale

WHAT I DO

I partner with brands on storytelling, partnerships and customer growth.

Enterprise Sales · Brand Storytelling · Customer Success · Go-to-Market · Community Building · Lifecycle Campaigns · Public Sector Procurement

EDUCATION

BA, Marketing & Psychology |
New York University | Dean's List