Sherry Imam

Partnerships & Growth Marketer · Affiliate Programs · Sales & Launches

Lagos, Nigeria (WAT) · Open to remote, full-time or contract · sherry@bayzicks.com · sherry.bayzicks.com · linkedin.com/in/sherry-i-9a903723a

Partnerships and growth marketer who turns affiliates, partners and funnels into measurable revenue. Rebuilt an underperforming affiliate program to **+40% revenue in 3 months** while cutting it by 70%, lifting active partners from **10% to 45%** and returning **4x on commission spend**.

KEY RESULTS

+40% affiliate revenue in 3 months	**10% → 45%** active partners	**−25%** cost per sale	**4x** return on commission spend

EXPERIENCE

Operations Manager 2026 – Present
Bayzicks Digital · Digital education

- **Problem:** a growing digital education brand needed sales, operations and launches run end to end, and an affiliate program that actually sold.
- **Action:** manage sales and day-to-day operations; plan and run product and offer launches; co-led the affiliate program rebuild (onboarding kits, guardrails, per-partner tracking).
- **Result:** affiliate rebuild across both brands delivered **+40% affiliate revenue** and lifted active partners from **10% to 45%**.

Sales Lead 2022 – 2025
Emi & Co · E-commerce (accessories)

- **Problem:** **90%** of signed-up affiliates drove zero sales; no CRM, no onboarding, no per-partner tracking.
- **Action:** led sales across the store; cut the affiliate program by **70%** to partners whose audiences fit; set acceptance criteria, tiered commission and a minimum-activity rule; built promo kits (hooks, video scripts, email swipes) and a CRM with unique partner links and a weekly scorecard.
- **Result:** across both brands' programs, **+40% affiliate revenue**, **−25% cost per sale** and **4x return on commission** in 3 months; the top **20%** of partners drove **75%** of revenue.

Freelance E-commerce Growth & Partnerships Consultant 2020 – Present
Independent · E-commerce sellers and online brands

- **Problem:** sellers with products and traffic but weak sales systems and no partner channel.
- **Action:** run e-commerce audits (store, offer, funnel, ads, email) and set up growth partnerships connecting sellers with affiliates and creators; build launch assets: websites, landing and sales pages, funnels and email automations.

SKILLS

Affiliate & partner program design · Partner recruitment & onboarding · Commission structures · Sales & operations · Product & offer launches · Funnels, landing pages & e-commerce stores · Paid ads (Meta, TikTok, Google) · Email automation · CRM pipelines · Reporting & dashboards

EDUCATION

B.Sc. Biotechnology & Microbiology
Five-year degree · published research papers

PORTFOLIO

Case study, concept builds and work samples: sherry.bayzicks.com