

OLUSHOLA AILERU

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Professional Summary

Results-driven professional with a Master's in International Business & Sales Management and a Product Management Certification. Skilled in digital product development, market research, and data-driven decision-making. Adept at optimizing user experiences, driving business growth, and collaborating across teams to implement innovative solutions. Passionate about leveraging analytical insights to enhance product strategy, sales performance, and business operations in tech and telecom industries.

CORE SKILLS

- Product Management & Strategy
 - Digital Product Development
 - Data Analysis & Reporting (Excel, BI Tools)
 - Market Research & Competitive Analysis
 - Agile & Scrum Methodologies
 - Stakeholder & Cross-Functional Collaboration
 - Customer Acquisition & Engagement
 - Business Intelligence & Performance Monitoring
 - Sales & Revenue Growth Strategies
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Professional Experience

Fundraising & Market Research Specialist

Finnish Red Cross | 05/2023 – 02/2025

- Designed and implemented customer engagement strategies, securing **15+ recurring monthly donors**.
- Conducted market research to identify donor segments and enhance targeted fundraising campaigns.
- Delivered compelling presentations on organizational initiatives, achieving an **80% success rate in donor engagement**.

Product & Sales Performance Analyst (Formerly Electronic Channel Performance Monitoring Analyst)

MTN Nigeria | 11/2019 – 10/2022

- Analyzed and optimized digital sales platforms, leading to a **20% increase in sales efficiency** and a **15% reduction in drop-off rates**.
- Developed and maintained real-time performance dashboards to track KPIs across electronic sales channels.

- Provided data-driven recommendations to improve platform functionality, optimize user experience, and enhance conversion rates.
- Collaborated with IT and product teams to troubleshoot technical issues and implement process improvements.
- Led projects to improve platform efficiency, ensuring seamless digital transactions and customer satisfaction.

Customer Acquisition Lead

MTN Nigeria | 11/2018 – 10/2019

- Managed and maintained relationships with third-party vendors and SIM registration partners, ensuring compliance with regulatory standards.
- Led a team that successfully deployed **30,000+ SIM registration devices**, contributing to a **significant revenue increase**.
- Developed strategies to enhance customer onboarding and acquisition, boosting overall sales performance.
- Tracked and reported key performance metrics, optimizing sales strategies for improved efficiency.

Customer Acquisition & Technical Support Officer

MTN Nigeria | 10/2016 – 11/2018

- Provided first-line technical support for SIM registration systems, ensuring **99% system uptime**.
- Trained sales teams and partners on registration processes and compliance requirements.
- Improved SIM registration workflows, minimizing errors and streamlining operations.

Finance & Administrative Coordinator

Cummins West Africa | 01/2016 – 10/2016

- Reconciled vendor accounts, reducing outstanding liabilities by **20%** and improving financial accuracy.
- Implemented an enhanced classification system for financial records, streamlining audits and compliance processes.

EDUCATION & CERTIFICATIONS

- **Product Management Certification (PMC)** – Product School, 12/2024
- **MSc, International Business & Sales Management** – University of Eastern Finland, 05/2024
- **BSc, Accounting** – Babcock University, 01/2013

ADDITIONAL CERTIFICATIONS

- **Chartered Institute of Management Accountants (CIMA), UK** – Passed
- **Professional Scrum Product Owner I (PSPO I), Scrum.org** – Issued 3/2025

KEY STRENGTHS

- **Business Growth & Strategy:** Ability to identify market trends and develop data-driven strategies for business expansion.
 - **Tech & Product Expertise:** Strong foundation in product development, performance analytics, and sales optimization.
 - **Customer-Centric Approach:** Skilled in enhancing user experience and driving engagement through targeted strategies.
 - **Cross-Functional Leadership:** Experienced in leading teams, managing partnerships, and optimizing business operations.
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LANGUAGES

- English (Fluent)