

# ROBERTA MAWUNYO AKOTO

## PRODUCT MANAGER

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### PROFESSIONAL SUMMARY

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A driven and enthusiastic Junior Product Manager with 3+ years of experience in product development, market research, and project management also have 6+ years of experience as a software engineer. Possesses a solid foundation in agile methodologies and user-centred design, and is dedicated to delivering high-quality products that exceed customer expectations. Demonstrates a strong ability to work collaboratively in teams and excellent communication skills and an experience in Education, AgriTech, Content publishing and FinTech.

### CORE SKILLS

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Project Management, Web design and development, Communication, Team Supervision, Customer Management, Technical Writing, Investing, Agile Methodologies, User-centered Design, Testing and debugging, Documentation, and Software Development Lifecycle.

**Tools:** Jira, Trello, MixPanel, Confluence, Asana, Figma, Miro, Mural, Docker, Photoshop.

**Tech stacks:** SQL (MySQL and MariaDB), JavaScript (Vue. Js, React.js and Vanilla), GraphQL, Apollo and PHP(Laravel and CakePHP).

### PROFESSIONAL EXPERIENCE

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#### Product Manager / Co-founder, [AppGharage](#), Ghana.

May. 2020 – Present

- Drove, and Mentored a team of 4 engineers, planning sprints and performing user research.
- Conducted market research and competitive analysis to identify new product opportunities.
- Developed business plans to evaluate the market opportunity and strategic fit for new product concepts.
- Worked collaboratively with designers and developers to create wireframes and prototypes for new products.
- Worked closely with engineers to successfully build and deploy applications.

#### Software Engineer, [Ampifire](#), Hong Kong.

Oct. 2020 – Dec. 2022

- Developed and Co-led a new feature which increased distribution and customer acquisition by at least 30%.
- Increased content publishing efficiency by integrating an API by 50%.
- Added features to our platform with 5000+ monthly users, enabling image uploads which convert into videos and slideshows.
- Developed and implemented software features using Cake PHP, Docker and vue.js.
- Tested and debugged software code to ensure high-quality code delivery.

#### Software Engineer, [Agrocenta](#), Ghana.

Jun. 2019 – Jun. 2020

- Built a platform to lend and improve cash flow to over 300 users through responsive customer experience.
- Performed market research on digitising agricultural cereal value chains to let us know the niche market and how we could strategise and break into this agricultural market.
- Built and managed multiple projects simultaneously, including website redesigns, and mobile app development.
- Defined design objectives and system design documents to build mobile-first applications.
- Collaborated with team members to develop project timelines and ensure the timely delivery of features.

#### Product Manager and Co-founder, [Epay](#), Ghana.

Sep. 2018 – Mar. 2020

- Designed, developed and launched a payment service platform (Stripe but for Africa) which processed payments of over \$200,000 in value for the business within 14 months through payment pages.
- Conducted user testing and gathered feedback to iterate on product designs.
- Developed business plans to evaluate the market opportunity and strategic fit.
- Constantly reviewed customer feedback and usage in order to plan out ways to improve our services which increased performance and usage by 30%.
- Developed and wrote API integration guides and documentation for our technical and non-technical users.

### EDUCATION

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#### Bachelor of Science In Information Technology

Jan. 2016 – Apr. 2019

[Knutsford University College](#), Accra

### CERTIFICATIONS

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Software Product Management(Coursera), Technical Product Management(LinkedIn), Product Analytics Certification(Product School), Business Management Essentials(MSI)