

## Contact

+2348068319302 (Mobile)  
olekabright01@gmail.com

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(LinkedIn)

## Top Skills

Product Management  
Product Design  
sales and negotiation skills

## Languages

Hausa  
Yoruba  
Igbo  
English

## Certifications

Learning Angular  
Learning the JavaScript Language  
Social Media Marketing:  
Optimization  
Online Marketing Foundations:  
Digital Marketing Research  
National Institute of Management

# Bright Oleka

Product Manager || Scrum Master || Business Analyst  
Abuja, Federal Capital Territory, Nigeria

## Summary

Specialities: Product management, Customer research and usability, project management, data-driven analysis, and building products that delight the users.

## Experience

### JUDY

#### Product Lead

March 2018 - Present (5 years 10 months)

Abuja, Nigeria

JUDY is a legal research and discovery platform for Commonwealth lawyers.

We're leveraging technology to empower lawyers with tools to work faster, efficiently, and build the future of legal research.

Hence, my new role includes the following:

- o Assess product development sprints and enhancement opportunities.
- o Define our product strategy and roadmap
- o Introduces and markets new products by developing time-integrated plans with sales, advertising, and production.
- o Drive innovative ideas, solutions, and products through leadership and decisive action.
- o Assesses market competition by comparing the company's product to competitors' products.
- o Assists with the development of short and long-range sales goals.
- o Set the long-term vision and strategy for our company's products.
- o Run beta and pilot programs with our early-stage products and samples

Learn more: <https://www.judy.legal>

### Dovich Worldwise Technology Company Ltd.

#### Director Of Marketing And Product Development

June 2016 - Present (7 years 7 months)

Lagos, Nigeria

- o Supporting the development and design activities by developing prototypes for products in development.
- o Submitting proposals and designs for evaluation by the project team and management before moving to the next stage.
- o Continually review changes to the market, consumer trends, and the activities of competitors, adjusting the marketing plan if necessary
- o Work with external third parties to assess partnerships and licensing opportunities
- o Provide tools and materials to enable the sales team to function effectively
- o Negotiate with media agencies and secure agreements on the production of promotional materials
- o Developing and managing advertising campaigns.
- o Building brand awareness and positioning.

## GAUHCIA HEALTH SERVICES

### Digital Marketing Manager

February 2016 - June 2016 (5 months)

Abuja

- o Preparing and executing new marketing plan and strategies
- o Identifying new markets for client's account
- o Setting up meetings with new clients and looking for new sales opportunity.
- o Design, build and maintain all the company's social media presence.
- o Researching on various marketing channels and identifying their potentials.
- o Brainstorm new and creative growth strategies.
- o Setting up new user's accounts and provisioning of account details.
- o Client's relationship (KYC)

## Edvance VIEA Consult

### Chief Research Officer

October 2013 - December 2015 (2 years 3 months)

- o Work with various departments to ensure promptness of client's accounts
- o Manage the company's customer care/service center
- o Collect, collate, analyze, and interpret relevant statistics relating to customer satisfaction.
- o Conducting market research on developments in the industry and providing advises to enable the management take proactive decisions.
- o Carry out initiatives to improve and manage customer expectations

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## Education

## MEST Africa

Diploma, Software Entrepreneurship · (August 2017 - August 2018)

## Abia State University

Bachelor's Degree, Business Statistics · (2007 - 2011)

## Bio Data

Date of Birth: 06-07-1988  
Place of Birth: Kwara  
Sex: Male  
Marital Status: Single  
Nationality: Nigerian  
State of Origin: Abia  
Local Govt. Area: Isuikwuato

Proposed Position: Subject Matter Expert/Content Developer  
Name of Firm: Dovichi Worldwide Technology Company Limited  
Name of Staff: BRIGHT OLEKA  
Profession: EDTECH PRODUCT MANAGER  
Years with Firm/Entity: Nationality: 5

## Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

Full name of staff member: \_\_BRIGHT OLEKA\_\_  
Full name of authorized representatives: VINCENT OKEKE,  
BRIGHT OLEKA, MICHAEL OHADUGHA

(December 2023)

*Bright Oleka*