

Bright Oleka C.

Product Manager | Scrum Master | Business Analyst

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PROFESSIONAL SUMMARY

Visionary Product Leader with a strong background in AI-powered solutions, legal tech, FinTech, EdTech, Web3, e-Commerce, and eLearning platforms. Expertise in transforming business challenges into innovative products that resonate with users worldwide. Proficient in Agile methodologies, product strategy, project management, and leading cross-functional teams to achieve record-breaking outcomes.

TECHNICAL SKILLS/KEY COMPETENCIES

- **Product Management:** Agile, Scrum, Kanban, Product Strategy, Product lifecycle management,
- **Data Analytics:** Mixpanel, Baremetrics, FullStory, SQL, Excel, Google Analytics
- **Tools:** Jira, Trello, Monday.com, Airtable, Tableau, Asana, WordPress, Confluence
- **Professional Strength:** Churn reduction, Business Intelligence, UX, Analytics, Product discovery & Strategy, Competitor analysis.
- **Leadership:** Cross-functional Team Management, Strategic Vision, Advanced Stakeholder Management, Negotiation
- **Problem-Solving:** Creative, Analytical Thinking, Navigating Complex, Fast-Paced Environments

KEY ACHIEVEMENTS

- Increased Annual Recurring Revenue at JUDY Legal by 52% through strategic AI/ML integrations PLUS massive churn reduction campaigns
- Led the JobPlaza team that built a premium Job & Services board with over 500,000 active users in 1 year.
- Boosted DoviLearn Africa's market share by 35% through targeted B2B marketing initiatives and strategic partnerships.
- Expanded JUDY Legal's market penetration into three new continents within two years, growing our international user base by 70% and establishing a strong foothold in emerging markets.
- Directed digital marketing efforts using monitored users' activities to doubled online course enrollments within a year, contributing to HillCross becoming the fastest-growing business school in South Africa.
- Spearheaded the creation of localized content for DoviLearn, which resulted in a 50% increase in course enrollment across key African markets, significantly boosting our competitive advantage.
- **Certifications:** Certified Product Manager – Google & Product School | Agile Project Management – Scrum Alliance | Data Analytics for Product Managers – Coursera

PROFESSIONAL EXPERIENCE

Project Manager/Business Analyst | DLHO Solutions (UK & Nigeria) | www.dlhosolutions.co.uk | May 2024 - Present

A Global Employment & IT Solutions Support Platform

- Project managed DLHO's flagship product - (JobPlaza), led users growth strategy with over 100,000 users signup in one month of launch.
- Managing the full project lifecycle, I consistently delivered projects on time and within budget. My emphasis on detailed planning and communication resulted in meeting all key project goals.
- Orchestrated seamless communication between cross-functional teams and stakeholders, ensuring strategic alignment and achieving a 95% satisfaction rate, contributing to successful project delivery and client retention.
- Serving as the main point of contact between teams and stakeholders, I maintained a 95% satisfaction rate. My focus on clear communication kept everyone aligned and informed.
- I implemented process improvements that reduced project delivery times by 20%, accelerating time-to-market. My adoption of agile methodologies played a key role in this success.
- Launching key platform features contributed to a 40% increase in user acquisition and retention. My commitment to user feedback integration was central to this growth.
- I also mentored junior team members, fostering a culture of continuous learning. My leadership has strengthened our team and enhanced our project outcomes.

Co-Founder | JUDY Legal | www.judy.legal | October 2018 - Present
AI-Powered legal research tool for common law practicing countries

- Led a global team of engineers, designers, and QA testers to develop the pioneering multi-jurisdiction AI-powered legal research platform, revolutionizing legal tech and expanding our user base to 100,000+ lawyers across 5 continents.
- Under my guidance, we launched multiple features powered by AI/ML and it significantly increased our user base and revenue by over 65%.
- Imploring the HXC (High Expectation Customers) survey methodology guide, we achieved Product Market Fit (PMF) in 5 months after launch.
- Reduced user acquisition costs by 25% through targeted marketing campaigns, SEO strategy and product optimization.
- Conceptualized and executed a long-term product roadmap that aligned with the company's strategic vision, resulting in a 40% increase in customer retention and a 50% boost in revenue over 2 years."
- Conducted sprint reviews and retrospectives that resulted in a 40% increase in development team productivity using the point system method.
- Provided operational insight for both web and mobile platforms, developed reporting metrics and forecasts using Airtable, established a product strategy, devised a customer acquisition plan, and determined a go-to-market strategy.

Product Owner | DoviLearn Africa | www.dovilearn.com | June 2016 - August 2018
Nigeria's first eLearning platform with over 100k users across 10 African countries

- Negotiated contracts with tutors across the world, and shared monthly performance insight of courses with partners & management
- Improved payment experience for our foreign clients by introducing geo-location pricing that allows our foreign clients to make payments using their credit cards thereby increasing our revenue by 40%
- Pushed marketing activities to corporate organization, thereby securing multiple accounts and increasing revenue by over 300% in 2018 alone.
- Pushed for the creation of local content with local partners - (It helped increase our content size revenue)

Product Manager & Scrum Master | HillCross Business College South Africa | www.hillcrosscollege.com | May 2015 - August 2016
Fastest-growing Business School in South Africa

- Led the team that developed a robust eLearning & school management platform that currently serves over 5,000 students annually.
- Conducted daily standups with the development team and tutors and created an easy bug report path for smooth operations
- Evangelised product in roadshows, directed digital marketing and guided customer acquisition strategy.
- Research and developed "push" notification on our eLearning app to give real-time updates on new lessons, assignments, assessments and general information resulting in a 60% engagement increase and success rate
- Created an in-app chatbot to respond to real-time issues on the school application portal resulting in a 40% application completion rate
- Re-used users' feedback and monitored in-app usage to create product road-map and effectively reduced complaints by over 70%

EDUCATION

Diploma in Business Management (September 2020 - June 2022)
HillCross College of Higher Education, **South Africa**.

Post-Graduate Diploma in Software Entrepreneurship (October 2017 - August 2018)
Meltwater Entrepreneurial School of Technology, **Accra Ghana**.

Bachelor of Science in Statistics (August 2007 - October 2011)
Abia State University, Uturu, **Nigeria**