

Valentine Dominic Eke

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Education: University of Ibadan(, B.Sc) **Academic Standing:** First class **Major:** Electrical Engineering

WORK EXPERIENCE

Product Manager, Marketforce360 (Retail distribution/eCommerce company) April 2022 - Date

- implemented language translation for 5 countries which caused a 15% revenue increase across 6 products.
- redesigned the verification process by conducting 20 customer interviews; which led to a 15% increase in successful verification.
- built the merchant loyalty feature with design, and engineering, partnership teams which increased retention by 13%.
- solved pain points on the onboarding flow using analytics tools like (Uxcam, and Google Analytics); which caused a 10% increase in activation.
- redesigned the wallet flow using A/B testing, caused a 6% increase in transactions

Product manager/CX Analyst, Ajua (Advertising Company) Jan 2021 - April 2022

- **achieved the 7th free business app on the Google play store worldwide while** working with a small team of 7 people.
- implemented advertising features by influencing executives, and stakeholders. This improved user retention by 20%
- redesigned the onboarding process by conducting 15 usability tests; increased signup conversion rate by 30%.
- implemented WhatsApp login which led to a 10% increase in the activation rate

Co-founder and Product Manager, Exam Fly (Edtech Company) Dec 2018- Date

- conducted market research that birthed the value proposition of Examfly which is solving the problems of 10 million Nigerian students.
- developed the M.V.P that led to the launch of the platform
- performed usability tests with users and implemented key feedback that led to a 15% increase in user retention.

SIDE PROJECTS

- Designed and developed a web portal for Nurtureright Montessori School using Html, CSS, JavaScript, NodeJS, and MongoDB
- Developed a web portal for Storytellers using Html, CSS, JavaScript, NodeJS, and MongoDB

CERTIFICATIONS

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| • Product management analytics (Product school) | 2021 |
| • Microsoft Azure Artificial Intelligence Fundamentals | 2022 |
| • Product Led growth (Product School) | 2022 |
| • Project Management Institute certified (PMI) | 2021 |
| • Google Cloud professional (GCP) architect | 2020 |
| • Amazon Cloud Fundamentals | 2022 |

SKILLS AND INTERESTS

- Reading and learning new things