

Wilfred Oliver ANTWI

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MARKET DEVELOPMENT, PRODUCT, & SALES ANALYST

Product Marketing | Sales Operations Management | Business Intelligence

A results-driven Product Marketing, Business Intelligence, and Sales Expert with technical aptitude, strong technical acumen, and learning agility, built on over 6 years of experience in GTMS, analytics, sales cycle management, and market growth operations. Demonstrated expertise in relationship building, analyzing, and communicating product value and service functions in client-relatable terms to drive long-term market growth.

RELEVANT WORK EXPERIENCE

USA

Finch Network Incorporated - *San Francisco (New York Office)*

04/2025 - Present

Business Development Representative

Finch is a Screen AdTech, Technology and Media Company headquartered in San Francisco.

- Executing Inside and Field Sales for Supply and Demand Sides screen ads, managing lead mapping, GTMS, crypto payment partnership enablement, CSM, discovery calls scripting (MEDDICC) and A/B Testing email marketing. CRM for 84 converted and prospective restaurant and pub clients across Upper and Lower West-Manhattan territory.
- Facilitating geographical sales, chain-referrals, negotiations, and deal management using Pipedrive and HubSpot.

Finland

Helsinki Blockchain Centre - *Helsinki, Finland*

03/2023 - 04/2025

Business Development Analyst

HBC is the center of excellence and ecosystem orchestrator for all Web3 and Blockchain-related companies in Finland.

- Conceptualized and launched "Web3Wednesday" and its operations while managing the campaign materials and content across platforms to drive Blockchain startups' collaboration and community engagement.
- Drove user adoption for 11 startups by providing, ideation, MVPs, product development road-mapping, and GTMS consultation leveraging SQL and Tableau to identify new high-value demographics to optimize adoption lifecycles.
- Led Marketing for 1st Nordic-Baltic IEEE Blockchain Symposiums (Trust'24-[link](#)) in industry-wide product awareness.
- Enhanced Operational Efficiency & Revenue: Implemented CRM processes to streamline operations and leveraged customer segmentation data to devise a transformative revenue model to increase subscriptions by 9 companies.

Schibsted Group (Tori.fi - number one in B2C/C2C E-commerce) - *Helsinki, Finland*

09/2022 - 02/2023

E-commerce Apprentice

- Programmatic Marketing Apprentice at Tori.fi, which is Finland's biggest B2C and C2C online marketplace for all products.
- Completed a 5-month mentorship exposure to advertisement & monetization methods used at e-commerce Tori.fi & Oikotie.
- Engaged with Demand-Side-Platforms, Ad Exchanges, Supply-Side-Platforms, and Real Time Bidding, SEO tools.
- Traffic/Performance Marketing Analysis (PPC, CPM, CTR, ROAS, CAC, CVR, ATS, BR, UV), Search Engine Optimization, EU's GDPR and data privacy policy, and marketing budgeting approaches.

Wealthrone Ltd (A Digital Asset Company) - *Tampere, Finland*

04 - 07/2023

Marketing Growth Analyst - Outreach

- Managed multichannel advertising & SEO strategies, SoMe plans, and landing pages to enhance brand visibility.
- Evaluated public sentiment on cryptocurrency trading & investment, resulting in significant adjustments to marketing techniques and operation strategies.
- Managed & oversaw market entry strategies for launching a new crypto merchandise shop, leading to early sales.
- Monitored brand storytelling consistency across marketing channels, achieving 67% growth in organic followers on Social Media, which in turn increased merch shop visibility and global purchases by 17%.

Moscow – Russia

Denis School Incorporated – *Moscow, Russia*

08/2019 - 09/2022

Software Marketing & Sales Associate

Denis School is ranked No. 1 in Corporate Language Training in Moscow.

- Performance Analysis & Automated Dashboards: Created Power BI sales dashboards, compelling ad collaterals, visual assets, and proof points to optimize market cycles, customer lifecycles, and measure campaign effectiveness.
- Designed GTMS, campaigns (A/B Testing), and social activation like virtual events and product demos for JetClass.
- Achieved 68% retention rate by offering clients from Merck, Cargill, J&J, Yandex, Philip Morris, and Renaissance the EdTech alternative during the pandemic through minimized switching costs, & value parity leveraging Salesforce.
- Utilized ZoomInfo & opportunity spotting to target HR Heads to generate leads and achieved a 23% increase in SQO.

Agile Team Member (UX & Software Tester) – *Freelancer (Moscow)*

05 - 08/2018

- Collaborated as a UX and Testing team member for JetClass & Prezi MVP, focusing on Innovators' adoption analyses.
- Conducted testing & deployment, mapped UX navigation & pain points, Early Adopters churn rates, & MVP glitches. Utilized simulations & prototyping to resolve software issues, resulting in increased Early Adopter rates by 12%.

KEY COMPETENCIES

- Business Intelligence & Customer Analytics [-Link link link](#)
- CRMs (HubSpot, Salesforce, Dynamics 365) & ERP
- Competitive Pricing Analyses, & Market Intelligence
- Product Development Lifecycle, Road-mapping & Mgmt.
- Marketing Automation, landing pages, A/B Testing
- Research & Strategy: Qualitative & Quantitative Insights
- Visual/UX/CX Design, Agile & Prototyping (Figma [-Link](#))
- Full-Cycle & end-to-end Sales Management
- Multichannel Performance Marketing,
- B2B/B2C Account Mgmt., Negotiations
- Lead Generation & Funneling Marketing,
- CSM – Retention & Loyalty Marketing
- Markets, Outreach, Social Activation (GTMS)
- E-commerce, Affiliate, & Programmatic Market

PROFICIENT TECHNICAL SKILLS

- **Business Intelligence & Analytics tools:** MS Excel (PowerQ, DAX), Power BI, MySQL, Tableau, G.Analytics, SPSS
- **CRM Software:** Microsoft Dynamics 365, HubSpot, Salesforce, Monday, Mailchimp, Pipedrive
- **MarTech:** Google Ad Manager, WordPress, Make.com (SoMe Post with AI), Choozle, Marketo, UiPath, Mapsly
- **Prospect Marketing:** ZoomInfo, LinkedIn Sales Navigator. **Collaborative & Co-Creation:** Trello, Asana, Slack, Notion
- **Design Tools:** Canva, Adobe InDesign, PicsArt, Photoshop, WordPress, Napkin.ai
- **Microsoft Office Tools:** Word, Sway, Visio, OneNote, Teams, PPT, SharePoint, Power Tools
- **UX/CX design & Prototyping:** Figma [\(Link\)](#), Adobe XD

EDUCATION

MBA - Digital Business & Management (Valedictorian - 4.83/5.0)

Thesis: *Blockchain-Augmented CRMs & Reward Programs.* [link](#)

Novia University of Applied Sciences. Finland **2022 - 2023**

Master of Arts - Socioeconomics (Valedictorian - 8.97/10.0)

Thesis: *E-commerce & Political Economy* [link](#).

NRU - Higher School of Economics. Moscow, Russia. **2017 - 2019**

Bachelor of Social Science (First Class Honors)

University of Ghana. Accra, Ghana **2010 - 2014**

Certificate in Digital Product Management

University of Virginia Coursera [Link](#) **2019**

Diploma in Marketing Management

Alison Learning Institute [\(link\)](#) **2020**

LANGUAGE SKILLS

- English (Native)
- Finnish (Intermediate - Speaking, Writing, Reading)
- Russian (Beginner - Speaking, Reading)