

**Digital Marketing, Certificate**

ClickBank University, Boise, Idaho

July 2020 – September 2020

**Business Development, Certificate**

LAEDA Entrepreneurial Development, Camden, NJ

September 2015 – March 2016

**Health Information Technology, Certificate**

Rowan College at Gloucester County, Sewell, NJ

May 2012 – December 2012

**Bachelor of Arts**

University of Lagos, Lagos

September 1987 – May 1991

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**Skills:**

Product Management	Technical skills	Analytical Skills
<ul style="list-style-type: none"><li>• Agile Methodologies</li><li>• Product Management</li><li>• Roadmap Planning</li><li>• Feature Prioritization</li><li>• Product Launch</li></ul>	<ul style="list-style-type: none"><li>• SDLC</li><li>• JIRA</li><li>• Wireframing</li><li>• UX/UI Collaboration</li><li>• Website Design (JavaScript, CSS etc)</li><li>• EHR Workflow</li><li>• API</li><li>• Enum</li><li>• SQL</li><li>• Tableau BI</li><li>• Technical Stack</li></ul>	<ul style="list-style-type: none"><li>• Business Analysis</li><li>• Requirement Gathering</li><li>• Data Analysis</li><li>• Process Flow Diagrams</li><li>• Use Cases</li><li>• Market Research</li><li>• Competitive Analysis</li></ul>
Soft Skills	Digital Marketing:	Learning Tools:
<ul style="list-style-type: none"><li>• Stakeholder Communication</li><li>• Storytelling &amp; Messaging</li><li>• Empathy Maps</li><li>• Personas</li><li>• Usability Testing</li><li>• Project Management</li><li>• Provider Credentialing</li><li>• Insurance Verification</li><li>• Digital Marketing</li><li>• Value Proposition Creation</li></ul>	<ul style="list-style-type: none"><li>• Google Analytics</li><li>• Facebook Ads</li><li>• Bing Ads</li><li>• Hootsuite</li></ul>	<ul style="list-style-type: none"><li>• Strategyzer</li><li>• Jira</li><li>• Mixpanel</li><li>• Figma</li><li>• Balsamiq</li><li>• Asana</li><li>• Mural</li><li>• TinkerCad</li><li>• Design a Better Business tools</li></ul>

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## Projects:

### Beauty Rest Face Mask

**Role:** Product Manager

**Project Description:** Designed a light and sound blocking sleep face mask aimed at improving sleep quality for users.

**Key Achievements and Impact:**

- Conducted market research to identify customer needs and preferences.
- Collaborated with designers and engineers to develop a prototype.
- Led usability testing sessions to gather user feedback and refine the product.
- Managed the product development lifecycle from concept to launch.
- Successfully launched the product, receiving positive feedback and achieving a 25% increase in sales.

### Sendmo

**Role:** Product Manager

**Project Description:** Developed and launched an innovative mobile app for secure and instant money transfers.

**Key Achievements and Impact:**

- Conducted extensive market research to identify user needs and competitive landscape.
- Collaborated with cross-functional teams, including developers, designers, and marketing, to create a user-friendly interface.
- Led the product development lifecycle from ideation to launch, ensuring timely delivery and high-quality standards.
- Implemented user feedback to continuously improve app features and functionality.
- Achieved significant user adoption and positive reviews, contributing to a 30% increase in market share.

### Vidspark Editing Suite

**Role:** Product Manager

**Project Description:** Developed and launched a comprehensive video editing suite designed for both amateur and professional video creators.

**Key Achievements and Impact:**

- Conducted market analysis to identify key features and functionalities desired by target users.
- Collaborated with software developers and UX/UI designers to create an intuitive and powerful editing tool.
- Managed the product development lifecycle, ensuring alignment with user needs and market trends.
- Led beta testing phases to gather user feedback and implement necessary improvements.
- Successfully launched the product, resulting in high user satisfaction and a 40% adoption rate.

### Experiment Canvas: High-Tech Kiosk MVP

**Role:** Product Manager

**Project Description:** Developed a Minimum Viable Product (MVP) for a high-tech kiosk designed to enhance customer interaction and streamline service delivery.

**Key Achievements and Impact:**

- Conducted user research to identify key features and functionalities required for the kiosk.
- Collaborated with hardware and software teams to design and develop the MVP.
- Managed the product development lifecycle, ensuring the project stayed on schedule and met quality standards.

- Led usability testing sessions to gather feedback and make iterative improvements.
- Successfully launched the MVP, resulting in a 20% increase in customer engagement and satisfaction.

### **Sleep App Mobile Design**

#### **Role: Product Manager**

**Project Description:** Designed a mobile application aimed at improving sleep quality through personalized recommendations and tracking features.

#### **Key Achievements and Impact:**

- Conducted user research to identify key features and functionalities desired by target users.
- Collaborated with UX/UI designers to create an intuitive and user-friendly interface.
- Managed the product development lifecycle, ensuring alignment with user needs and market trends.
- Led usability testing phases to gather user feedback and implement necessary improvements.
- Successfully launched the app, resulting in high user satisfaction and a 35% increase in positive reviews.

### **Coffee Adventure Design**

#### **Role: Product Manager**

**Project Description:** Designed a unique line of coffee mugs and travel accessories aimed at enhancing the coffee drinking experience for enthusiasts.

#### **Key Achievements and Impact:**

- Conducted market research to identify customer preferences and trends in coffee accessories.
- Collaborated with designers and manufacturers to create innovative and aesthetically pleasing products.
- Managed the product development lifecycle from concept to launch, ensuring high-quality standards.
- Led usability testing sessions to gather user feedback and refine the designs.
- Successfully launched the product line, achieving strong sales and a 30% increase in customer satisfaction.

### **TempTrek Coffee Mug Design**

#### **Role: Product Manager**

**Project Description:** Designed a digital coffee mug for people on-the-go. The mug is designed to keep coffee hot for 8 hours.

**Key Achievements and Impact:** (Please provide specific achievements and impact.)

### **Volunteer Experience:**

#### **Website and Logo Design for High School - <https://www.scogaalumni.com>**

- Created and donated a website for my high school using HTML, CSS, and JavaScript.
- Redesigned the school logo.
- Established an alumni association in collaboration with fellow alumnae in the US to support the growth and development of the school by raising funds and improving school structures.

### **Assisting Small Business Owners**

- Assisted small business owners in managing their websites on Shopify, Amazon, and Etsy.
- Uploaded products and created content to enhance their online presence and sales.

### **Additional Information:**

- Languages spoken – English, French.