

# Ifeanyi Chigbo

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## Professional Summary

Results oriented Product Manager with 7+ years of experience launching and scaling digital products in fintech, e-commerce, blockchain, and finance. Proven success driving revenue growth (20% sales increase post-launch), user acquisition, and operational efficiency through full product lifecycle management, Agile methodologies, stakeholder alignment, and data driven decisions. Expertise in cross-functional leadership, go-to-market strategies, and digital transformation. Seeking mid-senior Product Manager opportunities in innovative tech/fintech organizations

## Work Experience

**Product Manager** | NoDirectMessage (NoDM), Lekki, Lagos April 2022– Present

- Launched e-commerce platform from concept to market, achieving 20% increase in online sales within first 6 months through prioritized features, user onboarding improvements, and targeted activation.
- Led digital marketing and retention campaigns across B2C/B2B channels, significantly boosting customer activation, engagement, and long-term retention.
- Managed concurrent product initiatives and additional PM responsibilities, coordinating cross-functional teams to meet aggressive timelines and deliver high-impact features.

**Operations / Product Manager** (Contract/Concurrent Role) | Dripylux, Lagos May 2024– January 2025

- Delivered revamped mobile application and comprehensive website overhaul, enhancing user experience, functionality, and overall satisfaction which saw a reduced bounce rate by 5 % and increased session duration by 10 %
- Optimized CRM and sales processes via WooCommerce integration, streamlining customer journeys and improving operational efficiency across teams.
- Coordinated product, technology, and customer support functions to ensure seamless delivery and high standards of service.

**Project Manager** (Contract) | INTERNATIONAL FACILITIES SERVICES (IFS), Lagos December 2021– June 2022

- Led deployment of CAFM/CMMS/mobile apps with full system integration, delivering high client satisfaction and operational reliability for key accounts.
- Developed detailed Work Breakdown Structures (WBS), schedules, and reporting systems, improving resource allocation, on-time completion, and project efficiency.

- Managed complex cleaning operations for heavy-duty machinery at major ports (WACT Onne, APMT Apapa), enhancing safety, delivery speed, and client outcomes.

#### **Business Analyst** | THE CONTENTMAN NETWORK, Lagos January 2020– April 2021

- Launched Botmecash, a blockchain-powered platform for cryptocurrency and digital asset transactions, enabling secure operations and supporting market entry
- Designed and executed B2C/B2B customer activation and retention strategies, driving user growth and adoption.
- Conducted in-depth market and industry research to identify disruptive opportunities and inform product innovation.

#### **Product Manager** | UBA GROUP, Lagos June 2018– January 2020

- Spearheaded development and rollout of new financial products for expatriate/diaspora segments across 23 countries, increasing customer acquisition and market penetration.
- Designed and implemented fully automated Diaspora Online Account Opening platform, significantly boosting onboarding efficiency, referrals, and user growth.
- Built strategic partnerships to expand service capabilities and enhance overall product ecosystem.

## Education

**HND Electrical Electronics Engineering** | The Polytechnic Ibadan, Ibadan, Oyo September 2016

## Certifications & Professional Development

- **Project Management Foundation**- PMI/LinkedIn
- **Responsive Web Design**- FreeCodeCamp
- **Basic Banking Operations**- FITC
- **NIIT Certification**

## Skills

- **Product Management:** Product Lifecycle Management, Roadmap Development, Go-to-Market Strategy, User Research & Onboarding, Agile/Scrum/, Stakeholder Management, Requirements Gathering, A/B Testing, KPI Definition & Tracking, UX/UI Principles
- **Project Management:** Work Breakdown Structure (WBS), Risk & Budget Management, Scheduling, Cross-Functional Team Leadership
- **Digital Marketing & Sales:** Digital Marketing Campaigns, Customer Activation & Retention, B2C/B2B Strategies, E commerce Platforms, CRM Management (WooCommerce).
- **Technical & Software:** JIRA, Figma, Basic HTML/CSS/JavaScript, Blockchain Technology, WooCommerce CRM

- **Others:** Digital Marketing & Campaigns, Data Analysis, Market Research, B2C/B2B Strategies

## References

Available upon request.