Contact

2A Surveyor Joseph Amadi, Bera Estate
Off UBA Road, Chevron Drive
etietopdemas@gmail.com

www.linkedin.com/in/
etietopabraham (LinkedIn)

Top Skills

Natural Language Processing (NLP)

Google Adwords

Google Analytics

Languages

Efik (Native or Bilingual)

English (Full Professional)

Certifications

Judge Advisor at Technovation

Sun Certified Java Programmer

Microsoft Certified Database Designer

Etietop Demas Abraham

Big Data and Machine Learning Engineering for HR, E-commerce & Finance Applications
St Petersburg, St Petersburg City, Russia

Summary

Proactive and results-driven professional with a diverse background in software engineering, product management, and creative-tech entrepreneurship, currently pursuing a Master's degree in Big Data & Machine Learning. Over a decade of experience in the tech industry, with expertise in launching successful digital products, optimizing business processes, and driving revenue growth for notable clients.

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Experience

Geek Radius
Founder
April 2020 - Present (3 years 4 months)
Lagos, Nigeria

- Founded and led Geek Radius in Jan 2020, a pioneering creative-tech agency providing an all-encompassing environment for creatives to thrive in the digital economy. The workspace, which includes a music studio and a dance studio, has grown to accommodate a diverse team of over 50 designers, developers, video animators, and performing artists.

- Successfully secured high-profile clients, driving consistent revenue growth and expanding client base by 30% year over year, even amidst global lockdown conditions.

Regalix
Digital Program Manager for Recruitment Operations
April 2022 - March 2023 (1 year)
United States

- Designed and implemented an architecture for the recruitment process that resulted in a 25% increase in the number of quality applications and a 20% reduction in the cost of hiring. Streamlined job requirements collection process by implementing a standard procedure, leading to a 15% decrease in the time taken to create job postings. Developed a careers website that connects

to a proxy app endpoint, which automated the job application process and increased the efficiency of the recruitment team by 30%.

- Facilitate the launch of a digital competency framework and automated outreach system, aimed at enhancing recruiter efficiency. Explored integrations to provide a unified platform view on all recruitment conversations, reducing platform switching time by 20%, and improving response rates by 30% due to timely follow-ups enabled by the new system.

Regalix
7 years 1 month

Product Manager
January 2019 - March 2020 (1 year 3 months)
Warsaw, Mazowieckie, Poland

- Fostered profitable relationships between Suppliers & Buyers on the SAP Ariba Discovery platform. Coordinated with a skilled team of Google Ads managers to execute Search, Display, and LinkedIn ad campaigns, strategically targeting audiences similar to existing customers on Ariba. Utilized data-driven Email Marketing to maximize engagements with existing buyers, significantly increasing responses to RFPs on the Ariba network. These targeted campaigns effectively converted 55% of previously inactive customers into active buyers, driving an increase in sales.

- Pioneered the design and development of Regalix's JOT transcription and captioning software, effectively rivaling market giants like Google, Otter.ai, and Rev. Engineered and implemented strategic Google Ads campaigns that successfully onboarded new users onto the JOT platform. These focused efforts yielded a considerable market share gain of 10% from competitors, demonstrating the effectiveness of our campaigns.

Google Ads SME & Technical Support
March 2013 - December 2018 (5 years 10 months)
Bengaluru, Karnataka, India

- Excelled as a Technical Subject Matter Expert for Google's Adwords team (2013-2018), engineering collaborative partnerships with Google account managers and advertisers to optimize ad spend. Instrumental in achieving YoY revenue growth exceeding $10 million for both Google and Regalix, by coaching SMEs across multiple teams, troubleshooting, and implementing cross-platform analytics revenue/cost tracking pixels, shopping, search, and

display campaigns. Managed a team of 50+ employees who provided end to end support for Google's clients across the globe.

- Joined Regalix's new business incubation team and played a crucial role in launching and marketing the Zillion Gigs business across India's top cities. Led the design of the business site, determined pricing strategies, and executed Google Search and Social Marketing initiatives. Conducted in-person visits to business owners, increasing understanding of their needs and preferences. This hands-on approach, coupled with the online strategies, led to a 10% increase in Regalix's customer base and boosted online engagement by 20%. Despite challenges, the long-term impact was overwhelmingly positive.

- Leveraged my role as Technical Analyst to collaborate with Twilio's sales team, gathering key technical requirements to integrate Twilio's communication API into prospective clients' custom tech stacks. Successfully assisted over 50 customers in integrating custom IVR systems and Twilio Flex applications, leading to a substantial increase in the customer base and revenue.

- Championed the development and launch of AvasBaskets.com on Shopify, working in close coordination with the Avas and Regalix Design teams. Authored over 2000 product descriptions and optimized images for the same number of products, ensuring optimal user experience and search engine visibility. Led Google Search and Display marketing campaigns that boosted sales by 14%, cementing the platform's long-standing profitability.

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Education

ITMO University
Master of Science - MS, Big Data & Machine Learning · (September 2022 - July 2024)

Harvard Business School
CORe, Business/Managerial Economics · (2021 - 2021)

Warsaw University of Technology Business School
Certificate Economics · (2019 - 2019)

Bangalore University
Bachelor's degree, Computer Application · (2010 - 2013)

National Institute of Information Technology

Diploma (HND), Computer Software Engineering · (2008 - 2010)