

# Lanre Oduntan

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## SKILLS

### CX Strategy

- Buyer/User Personas
- Customer Journey Maps
- Product Roadmaps
- Service Blueprints
- Usability Testing

### Digital Marketing

- Conversion Rate Optimization
- A/B Testing
- Web Analytics

### Tools

- Jira
- Figma
- Google Analytics
- Optimizely
- Miro
- Zeplin

## EDUCATION

B.A | Business Administration  
University of Hertfordshire | UK

Certificate | Multimedia Design | University  
of Huddersfield | UK

## CERTIFICATION

Certified Scrum Product Owner (CSPO)  
Scrum Alliance

Certified Scrum Master (CSM)  
Scrum Alliance

Certified SAFe 4 Agilist (SA)  
Scaled Agile

## TRAINING

Pragmatic Marketing III  
Pragmatic Institute

## WORK AUTHORIZATION

US Permanent Resident- Green Card

## EXPERIENCE

### CO-FOUNDER

FMEDIA | Nigeria | 2012-2019

*FMedia is a boutique digital agency that focused on customer experience strategy for multinational clients in FMCG, Financial Services and Telecoms*

### Agile Product Development

- Led cross functional teams of UX researchers, designers and developers
- Supported all Scrum ceremonies, including sprint planning, reviews and retrospectives
- Facilitated technical discussions, decision making, impediment resolution and conflict resolution
- Ensured transparency of scrum team by facilitating internal and external communication

### Relationship Management

- Proposed and negotiated multi-year contract renewals
- Managed client relationship at C-Suite level
- Fostered partnerships and joint ventures with other agencies to streamline operations and improve profitability

### Business Development

- Led the pitch team and won assignments from Heineken, Mastercard, Siemens, Diageo, AXA, MTN, Marlboro, Etisalat, Interswitch and Puma
- Set the strategic direction for the business and oversaw the planning, research and execution of clients' campaigns
- Managed the contract lifecycle including, bid and proposal, negotiation and closeout

### BUSINESS ANALYST

UNIVERSITY OF HERTFORDSHIRE CONSULTING UNIT | UK | 2009-2011

- Performed current state assessments to measure effectiveness of various customer experience initiatives
- Conducted customer journey mapping to evaluate customer touchpoints and create a seamless experience
- Performed ROI analysis for clients to determine the effectiveness of ongoing marketing campaigns, including review of business case development criteria
- Assisted clients with Organizational change management to facilitate adoption of new customer experience programs

### KEY ACCOUNT MANAGER

AUTOGLASS | UK | 2004-2007

- Full client liaison and representative
- Responsible for all client touch points including customer contact center and 32 branches nationwide
- Managed day-to-day running of account including development of budgets, timelines and ongoing status reports
- Supported marketing teams in developing customer success strategy and VOC programs
- Supported business analysts and project managers in requirements gathering for developing a custom contact center integrated system