SEGUN SAMUEL SOBODU MSc.

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EDUCATION

2015 - 2016   Pan-Atlantic University   **Lagos State, Nigeria**   M.Sc. in Marketing Communication

2009 - 2013   Covenant University   **Ogun State, Nigeria**   B.Sc. Mass Communication (Public Relations Minor and Major Advertising)

CERTIFICATIONS

- Google - AdWords Fundamentals (Display, Analytics, Search)
- Certificate of Participation Wild Fusion Limited in Digital Marketing
- Advanced Product Management Certification

HARD AND SOFT SKILLS

• Product Ownership • User experience • Roadmap strategy • Project Management • Product strategy • Partnership management • Problem Solving • Product thinking • Communication • Collaboration and • Go-to-Market strategy

PROFESSIONAL EXPERIENCE

Product Manager – **ReachOut**   **September 2023 – Till Date**

- Working with a group of cross-functional teams consisting of developers and designers to build the product
- Conduct Quality assurance on the app while testing each functionality alone side the engineering team
- Bridge the gap between customers and technical teams, transforming customer feedback into product enhancements.
- Lead and engage a thriving 300,000 In-App user community, resolving issues collaboratively to ensure a positive experience.
- Own the product roadmap, working with technical teams to implement data-informed decisions for enhanced customer satisfaction.
- Growing the social media community through marketing and strategy
- Work with the engineering team to create viable features that would help business grow and increase stay duration.

Product Tester & Quality Assurance – **Opera Software January 2019 – Till Date**

- Monitor the quality of various products (Opera news, Opera mini, Opera lite) and test its functionality with our partner network providers.
- Conduct Quality assurance on the app while testing each functionality alone side the engineering team
- Monitor bugs on the app and suggestion from the users.
- Initiate ideas based on competition research on how to improve the Opera NG News App market through new concepts and ideas.
- Introduce features that would help business grow and increase stay duration.

Lead Product Manager– **Hirewave**   **June 2023 – Till Date**

- Working with a group of cross-functional teams consisting of developers and designers to create the recruitment website Hirewave
- Conduct Quality assurance on the prototype while testing each functionality on Figma and online
- Supervise and partake in writing the user story, acceptance criteria, and user journey for the app
- Analyze feedback from user research to improve the website.
- Map out the prioritization framework for the website highlighting what it MUST, SHOULD, MIGHT, and WON'T have with team members during our brainstorming sessions

Product Marketing Manager– **Giveaway App**   **June 2022 – September 2022**

- Controlled community of customers to ensure they get the best user experience.
- Worked the cross-functional teams ranging from the product owner, user-acquisition team, sales, etc. to ensure the product satisfies the needs of the end user.
- Pioneered the launch of the App on IOS and Google Playstore and usage in the Nigerian Market
- Created content that was shared on various social media platforms on various owned and paid platforms in Nigeria with the help of the design team and sales team.