# OLUWAKEMI TEMITOPE OLAYINKA
**Product Manager | Program Manager**
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## PERSONAL PROFILE

Information technology professional, passionate about building innovative products, leverage on user research, market analysis, target customer data mining / analytics, design thinking principles with extensive Agile or Scrum experience, a marketing focus, and analytical abilities to evolve product strategy. Prioritize and manage several projects while adhering to deadlines and financial constraints, metrics tracking and optimization.

## EDUCATION

**University of Arkansas, Little Rock** – Little Rock, AR, US
MSc. in Business Information Systems and Analytics
**(GPA 4.0/4.0)**                **Aug 2021 – May 2023**

**Obafemi Awolowo University** – Ile-Ife, Osun, Nigeria BSc. in Sociology and Anthropology
**(GPA 3.63/5.0)**                2009 – **2014**

## AREA OF EXPERTISE

- **Skills**: Product management, software development project management, Customer Service and Complaint Resolution, Sales Planning and Marketing Relationship, User testing assessment, Leadership, Analytical, Business analysis and consulting, Research and Strategy, Data mining & Analysis, Prioritization, and Communication Skills.
- **Operating System**: Windows, MAC, Linux
- **Software:** Microsoft Office (excel, word, power point), CargoWise, JIRA, Power BI, Tableau, Trello, and ClickUp.
- **Programing Language:** Foundational Knowledge in Java, SQL, R, Python, SAS, MYSQL Server

## OTHER SKILLS

- Ability to analyze complex technical information
- Great research & presentation skills
- Detail-oriented and excellent problem solver
- Innovative team player & team leader

## CERTICATIONS AND COURSES

- **CICRM:** Customer Relationship Management
- **LinkedIn:** Running Agile at Scale, Learning Program Management, Data Analytics for Business Professionals, Agile Project Management with Jira Cloud (Project, boards, and issues, Lean and agile processes and Advanced topics), Product Management (Building a roadmap), Project management foundations (Quality)
- **CargoWise:** CargoWise Certified Operator, CargoWise Certified Specialist, CargoWise Certified Professional
- **Scrum Alliance:** Certified Scrum Product Owner
- **Cognitive Learning**: Certificate in Data science, Data analysis with python

## PROJECTS

Product manager
Health project                2020-2021
- Managed a team of four comprising of two developers, product manager and one up designer to develop a health care platform aimed at providing quick access to health care services.
- Agile methodologies in the deployment of user-friendly digital platforms

Product manager
Mubocusine                2020-2021
- Assisted in developing a website with the aim of providing easy access to customers and improving business processes. I also handled data-driven research & product strategy.
- Utilized data mining techniques, created Tableau & Power BI dashboards for metrics tracking and data-driven product development.

## WORK EXPERIENCE

*Graduate Assistant*
**University of Arkansas at Rock** – Little Rock, AR, US.   **Jan 2021 – Present**

- Conducting market research analysis to get innovation and ideas for products appealing to customers.
- Assisting in the development of project strategy, milestones, charter, roadmap, schedule and communication plans.
- Performing escalation of support or related issues to various department for analysis and resolutions.
- Handling data driven research and product strategy for upcoming IT infrastructure.

*Product Manager*
**AMG Logistics** – Lagos, Nigeria        **June 2020 – Aug 2021**

- Improved product or service quality to maintain good customer satisfaction for the CargoWise by interacting with the customer service team and organizing training for clients, staffs on the usage of the CargoWise software.
- Spearheaded and facilitated the adoption of new products like web tracker in CargoWise to ensure clients can track shipments, view declarations and other functions thus increasing the company revenue by 15%.
- Ensured new features are added to the CargoWise software which improved customer satisfaction by 25%.
- Engaged the sales team and IT department to improve products strategies to accomplish milestones.
- Scheduled regular scrum meetings with cross-functional team to track the updates on the product quality.
- Managed business stakeholders at all levels to ensure operational excellence & achievement of business goals.
- Collaborated with and took on roles within the UX team, SDE team, QA team, Marketing & Analytics team to ensure optimal product development and launch.

*Product Manager (Sales & Customer Care Personnel)*
**Newrest Airline Service & Logistics** – Lagos Nigeria        **Nov 2017 – May 2020**
- Managed the product lifecycle through effective product planning and execution while working closely with the sales, support and marketing team to ensure revenue and customer experience goals are met.
- Maximized business growth, retention, and profitability for products or services by performing competitive analysis.
- Communicated process, policy and product concepts to senior leadership, business and cross functional partners.
- Analyzed customer complaint and feedback to identify recurring problems, limit repeat complaints, and ensure the information is used to shape product and process decisions.
- Monitored internal business processes and ensured products or services are delivered in a timely manner to clients.
- Created business requirement documents, business metrics, surveys, wireframes, user stories and POC processes.

*Customer Service*
**AMG Logistics** – Lagos, Nigeria        **Nov 2016 – Nov 2017**
- Built customer loyalty by rendering excellent customer service, resolving customer issues, and motivated team members to achieve and surpass preset goals and targets.
- Leveraged on strong internal and external relations to increase shipment allocation, reduce cost per shipment, and grow client base.
- Drafted business quotes and rates for clients, maintained, accurate records of overdue customer account activity, and updated customer orders in an accurate and timely manner.
- Applied data analysis, insights from marketing automation & CRM for sales decision making.
- Increased productivity by researching and spearheading the adoption of CargoWise Logistics Software.