

SOFIAT AJIDE

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EDUCATION

- **New York University, New York, USA.** Master of Science in **Management of Technology**, (GPA: 3.9/4.0) **Sep 2022 – May 2024**
 - Relevant Courses: Project Management, Business Analytics, Global Innovation, Economics and Strategy, Financial Analysis, Communication, Economics and Strategies for Digital Platforms, Organizational Behavior, Statistics
 - Awards: NYU African Opportunity Award (M.Sc. Fully Funded), NYU Unibuddy Ambassador
 - Capstone Project: *New York Times* - System Vulnerabilities Impact Assessment Methodology & Quantification
- **University of Ilorin, Nigeria.** Bachelor of Engineering in **Civil Engineering** **Oct 2012 – Sep 2017**
 - Awards: TotalEnergies National Merit Scholarship Award

EXPERIENCE

Product, Sales & Marketing Analyst (Contract) **Jun 2025 – Present**

LOCOMeX (Project Economy and Supply Chain (PES) Technology Solutions; New York, USA)

- Led competitive, pricing, and market analyses to refine value propositions and guide GTM planning in ambiguous, evolving markets
- Prepared RFP responses, executive decks, and AI-enhanced collateral to accelerate stakeholder decision-making
- Coordinated website launch and Salesforce workflows, creating scalable systems for campaign tracking and merchant engagement

Product Manager (Contract) **Sep 2024 – Present**

Hack for LA (Civic tech organization that builds digital solutions for local issues; LA, USA)

- Developed and executed product roadmaps, reducing feature delivery time by 25% and ensuring on-time delivery of features
- Performed competitive and comparative analysis to refine product strategies and improve efficiency by 10% and 5% new business opportunities
- Prepared data using Power BI to support dashboard development
- Leveraged GitHub, Slack, and AI-assisted workflows to streamline collaboration, improving team velocity and communication transparency

Product Manager (Contract) **Sep 2024 – Apr 2025**

Yuvoice (Social media platform for driving social change and civic engagement; USA)

- Owned end-to-end product lifecycle from discovery to delivery, aligning features with user needs and business impact
- Authored user stories, acceptance criteria, and documentation that cut cycle time by 15% through clearer alignment with engineering and design
- Collaborated cross-functionally with engineering, design, and business stakeholders to ensure alignment on project goals, thereby driving product development
- Conducted market research and data analysis to inform product decisions and track project progress
- Used AI-driven analysis and Jira-based planning to optimize backlog priorities, boosting team productivity by 20%

Product Management Intern **Jun 2023 – Aug 2023**

LOCOMeX (Project Economy and Supply Chain (PES) Technology Solutions; Delaware, USA)

- Ran agile ceremonies and backlog refinement, increasing team velocity by 5% in a high-ambiguity project environment
- Managed resource allocation, balancing workload across teams to meet deadlines
- Built centralized project tracking and delivery timelines and developed roadmaps for 4+ B2B projects, cutting completion time by 25%
- Developed and cleaned datasets to enable AI-powered ESG risk scoring, integrating ML insights into product decisions

Graduate Assistant **Oct 2022 – May 2024**

New York University (Education; New York, USA)

- Reviewed and audited 1,000+ applications monthly, managed confidential data, and enhanced accuracy and efficiency in a detail-oriented environment
- Engaged with 75 prospective students on the Unibuddy platform, answering inquiries and sharing insights about the programs
- Provided accurate admissions guidance and personal experiences to help prospective students navigate their application journey

Lecturer **Jul 2019 – Mar 2025**

Federal Polytechnic Offa (Education; Kwara, Nigeria)

- Managed and delivered academic programs to 100+ students per semester, leveraging structured planning and iterative feedback to improve student outcomes and project completion rates
- Led cross-functional academic initiatives, coordinating schedules, resources, and timelines to drive the successful execution of student projects and departmental goals
- Conducted applied research on sustainable engineering materials, producing publishable insights and effectively communicating findings to diverse audiences through seminars and documentation

Program Manager (Contract) **Nov 2017 – Oct 2018**

West African Examination Council (Education; Kwara, Nigeria)

- Streamlined manual processes by implementing a data-driven approach, increasing efficiency by 30%
- Resolved stakeholder issues and drove operational improvements, improving satisfaction by 10%

Construction Management Intern **Jun 2015 – Dec 2015**

Yolas Consultant (Consultant; Kwara, Nigeria)

- Supported structural design, construction supervision, quality control, and project management across 4+ projects, contributing to 100% on-time delivery and full compliance with safety and quality standards

ADDITIONAL

- **Certifications:** Google Project Management, IBM Product Manager, McKinsey Forward, BCG Strategy Consulting Program, PMP (IP)
- **Skills and Tools: Product & Strategy:** Product Lifecycle Management, Roadmapping, User Research, Market Analysis, GTM Strategy
- **AI & Data:** Python, SQL, R, AI-driven analysis, Power BI, Tableau, Advanced Excel
- **Collaboration & Delivery:** Jira, Asana, GitHub, Slack, Figma, MS Project, Agile & Scrum