

PROFILE

Product & Growth Marketing Manager focused on driving user growth and product adoption through strategic positioning, data-led storytelling, and actionable product insights, across every stage of the Pirate Funnel.

Experienced in scaling consumer products and digital products across diverse markets - locally and globally.

WORK EXPERIENCE

Zedvance Finance Limited – Consumer Lending

Nigeria

Product/Growth Marketing Manager - Zedvance App

November 2023

- Oversee a 6-person Telesales team driving app adoption across multiple customer segments, currently contributing 30% of total signups since April.
- Engaged and negotiated vendor partnerships to expand distribution and adoption of the Buy Now, Pay Later (BNPL) product.
- Lead user acquisition and product adoption among multiple customer segments through targeted communication campaigns, App Store Optimization (ASO), and Telesales outreach. Generated over **100,000** downloads in 6 months.
- Spearheaded the adoption of the Zedvance App in its 2-month Pilot Phase, resulting in a **678%** AUM growth and **219%** increase in Utility Payments.
- Revived the dormant SEO for Zedvance's payroll lending and USSD loan code blog content, achieving a **2,106%** increase in page views and **1,882%** growth in unique visitors; currently deploying the same tactics to the Zedvance App.

GradientFi – Decentralized Finance

United States

Product Marketing Analyst (B2B & B2C)

January 2023 – October 2023

- Developed the product & content strategy for Poket, designed for global businesses, Merchants, and individuals.
- Built our community engagement strategy for our audiences, resulting in a 100% increase in community members within a week.

Tech in Asia – Tech, Media

Singapore

Content Marketer

January 2022 – January 2023

- Drove the content positioning for Tech in Asia's flagship conference, Product Development Conference 2022, which brought in over 6,000 attendees from across the globe.
- Collaborated with the Agency arm, Studios, in crafting landing page copies and marketing copies for our B2C and B2B events achieving an average conversion rate of 30%.

Anavara Limited – Medical Tourism

Canada

Performance Marketer (Paid Search)

November 2021 – February 2022

- Managed the paid search campaigns with a CA\$500 monthly budget, achieving a 30% reduction in CPC, a 211% increase in CTR, and a 363% rise in impressions. These efforts led to generating a \$20,000 lead in our slowest month.

Ministry of Petroleum Resources – Oil and Gas

Nigeria

National Youth Service

January 2020 – December 2020

- Supported in formulating policies and their implementation in the Nigerian Oil and Gas (Energy) Industry.

EDUCATION

Covenant University

Nigeria

Bachelor of Engineering, Petroleum Engineering

August 2014 – July 2019

ADDITIONAL INFORMATION

- **Certifications:** HubSpot Academy (SEO, Email Marketing, Content Marketing, Inbound Marketing); Google Ads (App, Display, Search); Alumnus of the Savvy Fellowship Program
- **Projects:** Lead speaker engagement for Africa's first [No-Code Tech Summit](#), managing outreach, onboarding, and communication with local and international speakers for an event that has attracted over 4,000 attendees since inception.

- **Interests:** Music, Comedy, Art, and Marketing Ads (Within 1yr, I've analyzed over 160 global marketing campaigns from leading advertising agencies.)