

# ADEDAYO AYILEKA

## PRODUCT MANAGER & PRODUCT-CUSTOMER SUPPORT SPECIALIST

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### PROFESSIONAL SUMMARY

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Dedicated and adaptable professional with 4+ years of experience in the debt collections industry, achieving a personal average recovery rate of 80% and leading teams to a 50% average recovery rate. Leveraging problem solving, customer relationship and leadership skills has propelled my transition into product management. Passionate about identifying user needs and translating them into innovative product solutions that deliver value to both customers and the organization.

### SOFT SKILLS

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- Excellent Communication
- Team Collaboration
- Leadership
- Problem Solving
- Customer Empathy
- Agile Methodologies
- Prioritization Techniques
- Time Management
- Critical Thinking
- Strategic Thinking
- Adaptability

### HARD SKILLS

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- Google Workspace/MS Office
- Whimsical
- ClickUp
- CRMs
- Jira/Figma/Slack
- User/Market Research
- User Story Writing
- Data Analysis
- PRDs
- Product Strategy
- Product Road-mapping
- OKRs
- UI/UX Design Principles

### WORK EXPERIENCE

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#### Mwanga Limited

Maryland, Lagos

A third party B2B2C debt collections and customer support agency for digital businesses, especially fintech clients.

#### Product Manager

May, 2023 – Present

- Developed product requirement documents (PRDs) by conducting user research, gathering feedback from stakeholders and defining clear and concise product specifications.
- Developed the product vision, strategy and roadmap to align with the overall business objectives.
- Collaborated with cross-functional teams (engineering, design and customer support) to develop a self-service digital debt management platform and conduct usability testing to improve onboarding process by 20%.
- Translated product features into user stories within the team's backlog while managing, ranking and prioritizing the backlog to reflect user and stakeholder's requirements.
- Utilized project management tools for appropriate planning, tracking and management of the self-service digital debt management platform.

#### Product Support Manager – Client's Product

March, 2020 – Present

- Trained new and existing account managers on product knowledge to aid collection of overdue loan payments from clients' delinquent customers.
- Summarized client's product training deck with updated information to aid account manager's product knowledge.
- Resolved customer issues and recommended appropriate solutions through product knowledge to maintain client's customer satisfaction at 95%.
- Achieved an average company score of 90%+ as measured by client's monthly product knowledge test by regularly conducting product refresher thereby contributing to increased client satisfaction and positively impacting the company's collections performance.

### **Project Lead 1**

**July, 2022 – May, 2023**

- Analyzed, bucketized and uploaded customer portfolio into CRM platforms for customer contact according to account managers' strengths.
- Conducted weekly project review sessions to appraise recovery strategy and measure recovery performance.
- Achieved an average project recovery conversion rate of 2.41% from an average call portfolio size of N1.2B from July, 2022 to May, 2023 by deploying ethical collections strategies via calls only.

### **Team Lead/Senior Account Manager – Debt Collection and Customer Relationship**

**June, 2020 – May 2023**

- Coordinated a team of 10+ account managers to achieve set KPIs that contributed to organizational growth.
- Collaborated with the project lead to delegate tasks according to client requirements and account managers' strengths.
- Conducted weekly performance feedback and review sessions to measure account managers' growth.
- Contacted delinquent customers assigned by fintech clients to recover overdue loan payments.
- Entered feedback data obtained from communication with customers into CRM platforms.
- Achieved an average personal recovery percentage of 80% from June, 2020 to May, 2022.
- Achieved an average team recovery percentage of 50% from June, 2020 to May, 2023.
- Awarded Account Manager of the year (2020), Top Recoverer of the Year – Second Position (2021) and Most Active Team Lead (2021).

### **Account Manager – Debt Collection and Customer Relationship**

**October, 2019 – May 2020**

- Contacted delinquent customers assigned by fintech clients to recover overdue loan payments.
- Entered feedback data obtained from communication with customers into CRM platforms.
- Prepared portfolio report to summarize result and recovery performance on a weekly basis.
- Achieved an average personal recovery percentage of 70% from October 2019 to May 2020.

## **CERTIFICATIONS**

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- Q1.2024 – Product Launches Micro-Certification (PRLC)<sup>™</sup> – Product School.
- Q1.2024 – Product Analytics Micro-Certification (PAC)<sup>™</sup> – Product School.
- Q4.2023 – Product Road Mapping Micro-Certification (PRC)<sup>™</sup> – Product School.
- Q4.2023 – Product Strategy Micro-Certification (PSC)<sup>™</sup> – Product School.
- Q4.2023 – Product-Led Growth Micro-Certification (PLGC)<sup>™</sup> – Product School.
- Q4.2023 – AI for Product Management – Pendo.io.
- Q3.2023 – Product Led & Product Analytics Certification Course – Pendo.io.
- Q3.2023 – Agile Methodology Virtual Experience Program – Cognizant.
- Q3.2023 – Digital Ad Certificate - Digital Marketing – Aleph Group, Inc.
- Q3.2023 – Product Management Basics Certification Course – Pendo.io.
- Q2.2023 – Product Management Virtual Experience Level 2 (Go To Market & Strategy) – Entry Level.
- Q2.2023 – Product Management Virtual Experience Level 1 (Fundamentals & Discovery) – Entry Level.
- Q2.2023 – McKinsey Forward Program – McKinsey & Company.
- Q1.2023 – Product Management (Internship) – Terra Learning.
- Q1.2023 – Product-Led Growth Fundamentals Certification – ProductLed.
- Q1.2023 – Fundamentals of Digital Marketing – Google.
- Q2.2022 – Cyber Academy Data Protection & Privacy – KPMG Nigeria.
- Q4.2019 – Digital Marketing Basics Course – Udemy.
- Q3.2019 – Digital Skills (Digital Marketing) – Lagos State Employment Trust Fund (LSETF).

## **EDUCATION**

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- Q4.2016 – Bachelor of Science in Microbiology – University of Lagos.

## **PROJECTS PORTFOLIO**

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- PM-level-1-portfolio-Kuda Digital Bank (Debit Card for Teens) – [Link](#)
- PM-level-2-portfolio-MoodBudget – [Link](#)