

AJOMALE, PRAISE BUKOLA

Lagos, Nigeria | Ajomalepraise@gmail.com | +2349164061431

PROFILE

Dynamic and results-driven Product Manager with experience in the financial services sector, specializing in banking, lending, and digital payment products. Proven ability to drive product success through strategic thinking, project management, effective team leadership, analytics that meets customer needs and business goals.

WORK HISTORY

PRODUCT MANAGER | ZITRA MICROFINANCE BANK | APRIL 2022 - PRESENT

- Developed and maintained comprehensive product roadmaps, aligning teams with strategic goals for a 40% growth ensuring alignment with customer needs, and business goals for the digital banking app.
- Conducted in-depth market research and competitor analysis, driving a 50% increase in product opportunities, and developing comprehensive product strategies.
- Led A/B tests, ensuring the product met user requirements and tracked product performance through data-driven analysis, customer feedback, and usage metrics, leading to a 15% improvement in product satisfaction scores in house core banking solution.
- Developed innovative marketing initiatives that increased brand recognition by 45%.
- Drove innovation for all loan and deposit products and continuously enhanced the user experience based on customer insights, resulting in a 10% increase in user retention.

RESEARCH INTERN | EARTH PROBE NIG. LIMITED | JULY 2019 – DECEMBER 2020

- Analyzed over 500 well and outcrop samples from the Niger-Delta Basin, improving decision-making accuracy by 20% in geological forecasting.
- Conducted microfossil analysis on 200 samples, contributing to geological models with a 15% higher prediction accuracy.
- Prepared and processed over 300 samples for detailed microfossil analysis, ensuring a 98% consistency rate in research outputs.
- Performed in-depth research leading to geological forecasts with a 25% improvement in accuracy, supporting strategic planning.
- Leveraged comprehensive research skills to conduct market analysis and competitive research, informing strategic product roadmaps and business decisions, like improving market share by 15%.

SKILLS AND INTERESTS

Product Management & Marketing Strategies | Agile | Scrum | Salesforce | Google Analytics | Mixpanel | JIRA | A/B Testing | Market Analysis | Cross-functional | Product Board | Power Point | Excel

EDUCATION | B.Sc Geology University of Lagos, Lagos state.

CERTIFICATION/TRAINING | Product Management – Univelcity | Product Launches Micro-certification, Product Mapping Micro-certification, Product Lead Growth Micro-certification, Product Strategy Micro-certification – Product School | Financial Modelling & Advanced MS Excel - End2End Acquisition Limited