

Oghenerukevwe Evelyn Onovughede

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PROFESSIONAL SUMMARY

Seasoned professional with a successful transition from Business Development to Product Management, leveraging 7 years of experience in the healthcare/technology industry. Proven ability to drive product success through strategic planning, market analysis, and effective team leadership. Adept at developing and executing go-to-market strategies, building strong client relationships, and delivering measurable results.

SKILLS/ ABILITIES

SOFT SKILLS/TECHNICAL SKILLS

- Product Management
- Market Research
- Strategic Planning
- Digital Marketing
- Client Relationship Management:
- Team Leadership
- Project Management: Oversaw project lifecycles, ensuring on-time and within-budget delivery.
- Data Analysis: Utilized data analytics to inform decision-making and optimize product strategies.
- Great organizational skill
- Effective communication
- Problem solving and conflict resolution
- Excellent PowerPoint Presentation
- Data analysis and implementation
- Agile management tools (Jira, Confluence)
- Microsoft office tools

WORK EXPERIENCE

Product Manager Intern (Hybrid)

Univelcity (March 2024 – Current)

Lagos, Nigeria

- Defined product vision, strategy, and roadmaps.
- Collaborated with teams to develop and launch products.
- Communicated plans and updates to stakeholders.
- Tracked KPIs and analyzed product performance.
- Developed go-to-market strategies and coordinated launches.
- Ensured user-centric design and gathered feedback.

Business Development Manager (Hybrid)

Emergency Response Africa and Technologies (ERA) [Jan 2023 – September 2023]

City: Lagos, Nigeria

- Developed and executed go-to-market strategies for new product launches, driving a 25% increase in revenue.
- Leveraged CRM software and other tools to generate leads and build strong pipelines, resulting in a 30% growth in sales.
- Collaborated cross-functionally to define product roadmap, leading to a 20% improvement in customer satisfaction.
- Conducted market research, identifying key trends and opportunities, resulting in a 15% increase in market share.
- Managed key client accounts, fostering relationships and gathering insights to inform product development decisions.

Head of Product and Client Engagement

Gracehill Behavioral Health Services [1 Dec 2018 – 31 Oct 2022]

City: Lagos, Nigeria

- Led the expansion of hospital bed capacity from 12 to 28 beds through strategic marketing initiatives, resulting in a 133% increase in patient capacity.
- Orchestrated referral programs, increasing hospital referrals by 50% and pharmacy partnerships by 40%.
- Developed and implemented marketing campaigns, resulting in a 25% increase in patient admissions.
- Utilized data analytics to track product performance, optimizing marketing strategies for a 20% improvement in ROI.
- Collaborated with internal stakeholders to ensure alignment between product development and customer needs, resulting in a 15% increase in customer satisfaction.

Product Manager

Gracehill Behavioural Health Services

Amuwo Odofin, Lagos, Nigeria

Dec 2018 – Jan 2021

- **Digital Strategy and Growth:**
 - Developed and managed social media content across various platforms including Google My Business, Facebook, Instagram, YouTube, LinkedIn, Twitter, TikTok, and Telegram.
 - Analyzed key data insights from social media channels to inform growth strategies, sales initiatives, and decision-making processes.
 - Successfully onboarded 85% of target Health Maintenance Organizations (HMOs) for referral partnerships.

- **Stakeholder Engagement and Relationship Management:**
 - Engaged with over 80% of target hospitals to secure doctor referrals, creating a comprehensive database of over 100 doctors and hospitals in Lagos state.
 - Managed relationships between prospective clients and the organization, ensuring high levels of satisfaction and engagement.
 - **Event Coordination and Marketing:**
 - Organized and promoted mental health awareness events across social media, schools, churches, and community platforms.
 - Developed and executed partnership strategies with supporting agencies and organizations for enhanced sales and marketing outreach.
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President

*Reproductive Health Community Development Service Group (NYSC)
Yenagua, Bayelsa State, Nigeria
Apr 2016 – Mar 2017*

- **Leadership and Coordination:**
 - Supervised and coordinated group activities and meetings involving over 80 Corp members.
 - **Strategic Planning and Budgeting:**
 - Prepared and presented budget proposals to key stakeholders including WHO Bayelsa, National Agency for the Control of AIDS, Ministry of Health, Ministry of Women Affairs, and Ministry of Youth and Sports.
 - Conducted needs assessments in communities and collaborated with supporting agencies to address identified needs.
 - **Community Outreach and Health Services:**
 - Led initiatives to provide free malaria testing and treatment, HIV testing and referrals, and distribution of medication to over 1,000 community members.
 - Coordinated efforts to promote reproductive health awareness and services within the community.
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EDUCATION

Bachelor of Science Social Work
University of Benin, Ugbowo [31 Jan 2012 – 14 Sep 2015]
City: Benin City, Edo State

CERTIFICATION AND TRAINING

Course Certificate
Product Management (March 9th – July 15th 2024)
Univelcity, Yaba lagos.

Coursera: Foundations of Project Management: ID - GLCW76JA87Z3 [12 May 2022]
Website: <https://coursera.org/verify/GLCW76JA8723>

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Website: <https://coursera.org/verify/GLCW76JA8723>

Certificate of Achievement - CN FWE YN8 8CT

Google Digital Skills for Africa - Fundamentals of Digital Marketing [26 Aug 2019]

Website: <HTTPS://LEARNDIGITAL.WITHGOOGLE.COM/DIGITALSKILLS/validate>

Professional Scrum Master I

Piston and Fusion Business Academy [12 Aug 2023 – 26 Aug 2023]

Ikeja, Lagos Nigeria

Website: www.pistonandfusion.org

LANGUAGES:

- English (Fluent)

REFERENCES:

Available upon request.