



# CHUKWUDI ANUCHA

Associate Product Manager

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## PROFILE SUMMARY

A results-driven product manager, proficient in agile methodologies, data analysis, and cross-functional team collaboration. I excel at leveraging data to inform strategic decision-making, delivering high-quality, user-centric solutions, driving product improvements that enhance customer satisfaction while aligning with business objectives.

## EDUCATION

University of Ilorin

2014 - 2018

- Bachelor of Science: Criminology and Security Studies

## TOOLS

Jira Whimsical M365 Figma MailChimp Google Analytics Confluence Canva Google workspace

## WORK EXPERIENCE

Product Manager Intern | Univelcity

March 2024 - Present

- Participated in product ideation and brainstorming.
- Collaborated with other team members to drive product research, identify customer pain points, and implement targeted solutions.
- Managed product backlogs and prioritization.
- Defined user personas, user empathy maps, user journey maps, and user stories.
- Developed an effective product roadmap for successful product launch and market penetration.
- Researched and compiled data to prepare competitive analysis and trend analysis for business development.

Product Analyst | Sterling Bank

Sept. 2023 - April 2024

- Conducted comprehensive market research for better understanding of industry trends and competitor offerings.
- Facilitated communication between technical and non-technical stakeholders, ensuring a clear understanding of project requirements and expectations.
- Increased customer satisfaction with thorough quality assurance testing, addressing and resolving issues promptly.
- Participated in trade shows to showcase products capabilities while gathering valuable market intelligence from attendees' feedback.
- Contributed to the creation and implementation of technical requirements and specifications to establish a common foundation for application development.
- Conducted primary and secondary research to better understand customer needs and behaviors.

## Digital Product Marketer | Sterling Bank

May 2023 - Sept. 2023

- Established fruitful partnerships with industry stakeholders, expanding brand reach and potential customer base.
- Increased brand awareness by developing and implementing comprehensive marketing strategies.
- Generated reports to support the development and implementation of marketing plans.
- Enhanced customer engagement with creative social media content and promotions.
- Monitored trends in social media, industry, and competitive landscape to create new material.
- Shadowed senior personnel on complex marketing pursuits to build skills set.

## IT Support | Vista Int'l

Dec. 2022 - Sept. 2023

- Learned and adapted quickly to new technology and software applications.
- Used strong analytical and problem-solving skills to develop effective solutions for challenging situations.
- Resolved problems, improved operations, and provided exceptional service.

## MIS Surveillance | Zinox Group

Feb. 2020 - Dec. 2022

- Enhanced security by conducting comprehensive video surveillance and monitoring activities.
- Performed risk analyses to identify appropriate security countermeasures.
- Coordinated with IT staff to ensure seamless integration between surveillance systems and other technology platforms utilized within the organization.
- Prepared weekly and montly reports for the CEO.

## ACCOMPLISHMENTS

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- Spearheaded initiatives resulting in a 40% increase in product uptime through the implementation of rigorous testing protocols and development of an efficient issue escalation system.
- Orchestrated customer service improvements leading to a 23% boost in satisfaction and retention rates by implementing a proactive technical issue resolution strategy and establishing a structured follow-up process.

## SKILLS

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- Communication
- SDLC
- Active Listening
- Cross team collaboration
- Scrum
- Product Roadmapping
- Task Prioritization
- Empathy
- Problem-Solving
- Market research
- Agile
- Remote / hybrid work

## LANGUAGES

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- English (Fluent)
- Igbo (Fluent)
- Yoruba (Basics)

## TRAINING AND CERTIFICATIONS

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- Digital Product Management: Modern Fundamentals [Coursera - University of Virginia] *April 2024*
- Managing An Agile Team [Coursera - University of Virginia] *April 2024*
- Product Management - [Univelcity] *March 2024 - Present*
- Enterprise Design Thinking - [IBM] *June 2023*