

ESTHER BOLUWAJI ISEDOWO
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ABOUT ME

Over the past four years, I have worked as a Communication, Sales and Marketing Manager for reputable companies such as; HelpMum Africa, MumHealth Nigeria, Adbond Harvest and Homes, and Earlybird Crystal Technologies.

I have honed skills in customer service, content writing, social media marketing, product marketing and campaign, e-mail marketing, and graphics design with the use of photopea and canva.

I am currently transitioning into a Product Manager, which means the skills I have honed in communication, sales and marketing would help me bring lots of user-centered capabilities in product management

EXPERIENCE

04/2023- TILL DATE

PRODUCT MANAGEMENT CONSULTANT, WENNOVATION HUB (CONTRACT)

- Guide startups to build a minimum viable product (MVP) for their business.
- Have a good understanding of the startups' goal, the problem and the solution they are proffering.
- Guide startups on how to conduct market research to identify market opportunities, challenges, and trends related to their products.
- Guide the startups in building a Minimum Viable Product (MVP) that solves user's problem based on the market research and establishing relevant metrics to track product performance and measure success.
- In general, creating a comprehensive product plan specifying tasks, timelines, roles, and responsibilities.

04/2022- TILL DATE

SALES AND MARKETING MANAGER, EARLYBIRD CRYSTAL TECHNOLOGIES (LAGOS NIGERIA)

- Planning marketing activities and developing strategies to execute them.
- Maintaining a great customer relationship.
- Creating contents for the organization's social media platforms such as Instagram, Twitter, Facebook and LinkedIn to educate, inform, and connect with businesses/users.
- Identifying target market and staying up-to-date with marketing trends.
- Tracking and analyzing metrics like engagement, reach, referrals, and downloads to measure the success of the product.

08/2019- 03/2022

COMMUNICATION OFFICER, HELPMUM AFRICA (IBADAN NIGERIA)

- Conducted research to identify potential partnerships, outreach opportunities, and develop outreach strategies accordingly.

- Researched local needs in the community to develop programs that address those needs.
- Developed and implemented outreach programs with pregnant women and community birth attendants in under-served communities in Nigeria.
- Attended and participated in relevant events, conferences, and meetings to network and build partnerships.
- Developed and maintained mailing lists and other communication channels to stay connected with sponsors and clients.
- Developed and disseminated information, materials, and promotional content to support outreach efforts.
- Worked hand in hand with other staff members to organize and implement outreach programs and events.

10/2018- 07/2019

SALES AND MARKETING MANAGER, MUMHEALTH NIGERIA (IBADAN, NIGERIA)

- Created and managed all social media accounts.
- Created mailing list to stay connected and share new products with customers.
- Maintaining a great customer relationship with customers.
- Creating contents for the organization's social media platforms such as Instagram, Twitter, Facebook and LinkedIn to educate, inform, and connect with businesses/users.
- Identified target market and new marketing trends.
- Tracked and analyzed metrics like sales, engagement, reach, referrals, and downloads to measure the success of the product.

EDUCATION

10/2012- 04/2018

B.AGRIC IN PLANT BREEDING AND SEED TECHNOLOGY, FEDERAL UNIVERSITY OF AGRICULTURE, ABEOKUTA, NIGERIA.

SKILLS

- Good communication skills
- Excellent problem-solving skills
- An excellent team player
- Proficiency in the usage of internet, Zoom and Google meet, and Slack
- Proficiency in the use of Jira software for product/project management.
- Proficiency in Google Office Suite/Microsoft Office Suite
- Excellent interpersonal and organizational skill
- A strong analytical skill

LEADERSHIP

I was the team lead at HelpMum Africa and currently the team lead at Earlybird Technologies. I work tirelessly with my team to ensure we effectively achieve the company's goals by encouraging team collaboration, setting clear expectation and providing guidance when needed.

CERTIFICATIONS

- Project Management Professional- Exford Global Consult Limited (2019)
- User Experience Design- Entry Level (2023)
- Product Management- Utiva (In-view)