

KARUNWI INIOLUWA

PRODUCT MANAGER

EXECUTIVE SUMMARY

I am a data-driven product manager with experience in agile development principles, passionate about building cutting edge products that satisfy customer needs and drive high revenue growth, I have two years experience as a product manager, I currently work as a product owner in the no-code space helping clients build super fast MVPs and also helping manage their development teams beyond the MVP stage on no-code. I also consult with a crypto startup about to launch.

I've managed the building of about 50 MVPs in different product spaces like fintech, health tech, e-commerce, ed- tech, construction, Romance etc. I've worked with products serving different clients all over the world, building for Europeans, Latin Americans, Africans, Australians etc.

I am also one of the co-founders of productlessons.com. I am being mentored by Ravi Kumar, a top product leader and a 'mind the product' speaker in Germany.

WORK BACKGROUND

WELOVENOCODE | TEAM LEAD (CLIENT PROJECTS) | NOV 2021 - NOW

Work summary: I worked on the internal management team with specific responsibilities to maintain and increase revenue, Ensure completion of Project MVPs and upsell for further development or additional resources, Ensure client satisfaction through NPS and reactivating old clients by offering continued development.

- Built recurring revenue from \$500k to 3Million in MRR
- Maintained an average retention value of 90% on all projects over one year.
- Documented and prioritized tasks for MVP completion for over 50 MVP projects.
- Maintained an average of 7 project upsells and 5 client reactivations monthly maintaining a portfolio of \$100,000
- Led the department on all KPIs for 11 months with an average of 110% KPI completion
- Optimized my team's scrum metrics to be self-organizing and release on time for 90% of my project account portfolio.
- Developed wireframes and user story maps to drive alignment with the design team on product strategy.
- Maintained a portfolio retention rate of 94%
- Raised company revenue by 70% by analyzing quantitative user data through A/B testing.
- Led 50 teams to MVP using no-code tools with an average time on 2 - 3 months.
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PRODUCT PHILOSOPHY:

my-product-philosophy

DODOPAY AFRICA | PRODUCT MANAGER | JUL 2021 - DEC 2021

Work summary: I worked with a team of designers and mobile developers to achieve the company's business goals while taking user-centric decisions. I also took on extra activities monitoring the customer resolution and social media teams and taking user feedback to influence the analysis of our product offering.

- Performed all scrum rituals with my development team and optimized delivery for all high-priority user stories using Jira and slack.
- Owned and prioritized the product backlog on Trello to reach product roadmap milestones generated from the product strategy.
- Developed product requirement documentation such as PRDS, OKRS, KPIs, LMC e.t.c. to create alignment with all stakeholders.
- Organized qualitative and quantitative user tests to create our MVP from customer interviews and drove acquisition in two weeks by 286%.
- Led my team to improve the conversion rate by 63% by introducing a loan feature to serve our target market discovered through customer interviews.
- Optimized my team's scrum metrics to be self-organizing and release two weeks ahead of schedule using the release and sprint burndown charts.
- Developed wireframes to drive alignment with the design team on product strategy.
- Developed strategies using the AARRR FRAMEWORK to create key metrics from product analytics to raise conversion by 30%.
- Drove customer discovery by recruiting 6 reference customers for a new B2B product offering that drove acquisition by 50% organically.
- Raised company revenue by 70% by analyzing quantitative user data through A/B testing.
- Led company to MVP on two different product offerings through market research, and developing accurate personas from the jobs to be done framework,

BOJALE LABS | PRODUCT OWNER | OCT 2020- MAY 2021

Work summary: I worked in a remote cross-functional agile team prioritizing the product backlog based on the OKR's in the product roadmap. I delivered two Edutech products and one Fintech product for both web and mobile applications.

- Performed scrum rituals with my development team.
- Owned and prioritized product feature backlog from the roadmap.
- Led scrum reviews and scrum retrospective meetings with my team.
- Used customer discovery frameworks to develop user personas.
- Conducted customer research using qualitative and quantitative analysis to understand customer needs.
- Worked with Stakeholders and CTO on API decisions.
- Designed and wrote user stories for features from the user story map.
- Researched and compiled data to prepare competitive analysis and trend analysis for business development.
- Oversaw the preparation of marketing copy, images, videos, emails e.t.c.

FIELD OF EXPERTISE

- Customer Discovery Interviews
- Product Backlog refinement
- Wireframes
- User story mapping
- Product Development
- A/B Testing
- Jobs to be done
- Value proposition
- Importance vs Satisfaction framework
- Kano model
- Product road-mapping
- MVP testing
- Product visioning
- Lean Product Analytics

PROJECTS MANAGED

- [Superworld app](#)
- [Cocoban](#)
- Aben Marketplace
- Proximity app
- [Astutewheel.com](#)
- [Stymconnect](#)
- Mannifature
- [Gauis app](#)
- [Digital Ark and Rentberry](#)
- Spook app

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TRAINING HISTORY

OBAFEMI AWOLOWO UNIVERSITY

- Bachelor's Degree in Materials science and Engineering | 2019
- Treford Product Management Bootcamp | 2021
- Analog Teams- Introduction to scrum framework | 2021
- Ravi Kumar Product management mentorship | 2021
- Product strategy bootcamp | 2022