

MFON ETUK

Product Manager

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<https://linktr.ee/themfon>

SKILLS

Product Discovery, Market Research & Analysis, Customer Research, Prioritization, Agile Project Management, Product Strategy, Product Delivery, Product Analytics, Product-Led Growth, Stakeholder Management, Communication, and Design Thinking.

EDUCATION

EntryLevel

Product Management I & II
2023

ALX Africa

Software Engineering (Back-end)
February 2022 - March 2023 (Dropped out)

Pendo x Mind The Product

- Product-Led Certification
- Product Analytics

2023

Igbobi College Yaba

SSCE

2006 - 2011

EXPERIENCE

Product Management Intern

Krystal Digital Networks Solutions, April 2023 - October 2023

- Launched BIMS and onboarded over 2,000,000 users
- Launched a Learning Management System for Kano State College of Education
- Ensured that 80% of support tickets were resolved on existing products

Product Lead

CatchUp, November 2022 - February 2023

- Formulated product strategy and supervised distributed cross-functional teams during the development process
- Facilitated the GTM strategy with the marketing team and increased user count by 145.5%
- Launched CatchUp on product hunt and was the #6 product of the day
- Utilized analytics to track user engagement and increased product performance by 20%
- Increased user engagement time by 130.9%

Product Lead

HNG Internship, October 2022 - December 2022

- Spearheaded a distributed and cross-functional team using the principles of agile methodology and delivered the MVP of - CatchUp - in two months
- Coordinated the design and implementation of the user interface of the external pages of ZuriChat. This increased user experience by 50%
- Managed stakeholders
- Conducted user research and interviews

ADDITIONAL INFORMATION

- **Volunteering:** Social Media Management, The product Cradle; Training - Mentally Aware Nigeria Initiative (MANI)
- **Organisations:** Eagle Toastmasters Club, Panamai West Africa Taekwondo
- **Award:** [Dev.to](#) top 7 authors
- **Other Certifications:** WIPO General Course on Intellectual Property, HubSpot Sales Team Management, and AptLearn Technical Writing