

VICTOR ADENIYI

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PROFESSIONAL SUMMARY

Product Manager with 5+ years of progressive experience driving product development, business operations, and cross-functional delivery across CRM, fintech, trading platforms, and lifestyle solutions. Skilled in leading agile teams, defining product strategy, and executing from concept to launch. Known for aligning technical execution with business goals, increasing team efficiency, and delivering customer-centric solutions that meet stakeholder expectations and market demands.

CORE COMPETENCIES

- Project Planning & Delivery
- Market Research
- Product Management
- User Experience Design
- Agile Methodologies
- Cross-team Collaboration
- UX Design Principles
- Stakeholder Management
- Vendor Management
- Product Strategy
- Product Road mapping
- Product Design
- Communication and Networking
- Teamwork and Collaboration
- CRM Automation

TECHNICAL PROFICIENCIES

- **Wireframing:** Figma, FigJam
- **Code Collaboration:** GitHub
- **Agile Management:** Jira
- **Documentation:** Confluence
- **Stakeholder Task Management:** Google Sheets
- **Dev Team Task Management:** GitHub Projects
- **Data Analysis:** PowerBI
- **Database:** MongoDB
- **Other Tools and Skills:** Google Suites, Microsoft Suites, Slack, Notion, Medium

SELECTED CAREER ACCOMPLISHMENTS

- **Spearheaded the launch and scale of CredPal Business**, a B2B financial platform, delivering key features such as Business Credit, Dollar Cards, and Multi-Currency Wallets—leading to a **30% increase in business user sign-ups** and a **20% boost in feature adoption** within 4 months.
- **Led the successful end-to-end launch of Livio Food**, achieving a **10% growth in daily active users**, **95% on-time milestone delivery**, and a **15% increase in user satisfaction** by optimizing team workflows and driving agile execution across design, engineering, and marketing.
- **Drove a 30% increase in product adoption at Enif AI** by launching tailored CRM automation tools powered by natural language processing, improving client retention and CRM efficiency.
- **Achieved a 95% on-time project delivery rate at CredPal**, leading development for BEAM Trading Platform, Melon, and Livio Food, while consistently meeting roadmap targets and strategic deadlines.
- **Boosted merchant acquisition by 40%** at CredPal by delivering key engagement features on digital platforms like Melon and Livio Food, resulting in stronger partnerships and increased product usage.
- **Improved operational efficiency by 20%** by streamlining internal processes within the CredPal Relationship Management team, reducing turnaround time and enhancing customer satisfaction.

PROFESSIONAL EXPERIENCE – CAREER PROGRESSION

Technical Product Manager | CredPal Business

March 2025 – Present

- Led the development and scaling of CredPal Business, a B2B platform offering financial tools like **credit, wallets, and foreign currency solutions**.
- Defined and executed product roadmap for features including **Business Credit, Dollar Cards, and Multi-Currency Wallets**.
- Managed technical implementation across backend and frontend teams, ensuring 90% sprint goal completion.
- Collaborated with marketing, support, and compliance teams to drive adoption and align product goals.
- Introduced user feedback loops and analytics dashboards, leading to a 20% improvement in customer satisfaction.
- Conducted UAT sessions and worked closely with QA to ensure product reliability before major releases.

Technical Product Manager | Enif AI

March 2024 – March 2025

- Led a team developing **AI-powered CRM Automation**, achieving a 30% increase in product adoption and a 20% improvement in customer satisfaction.
- Spearheaded AI-driven data analysis integration, enhancing customer engagement by 15%.
- Managed a product roadmap with a 95% milestone completion rate, aligning with business goals.

Product Manager | CredPal

January 2023 – March 2024

- Led the development of the **BEAM Trading Platform**, boosting user adoption by 20% within the first quarter.
- Launched **Melon**, a social media consolidation platform, increasing digital engagement by 15%.
- Developed and launched **Livio Food**, improving daily active users by 10%.
- Drove product innovation, resulting in a 25% increase in user engagement and industry-leading benchmarks in digital and financial products.

Business Operations Manager | CredPal

January 2021 – December 2022

- Improved operational efficiency by 20% through **process optimization and team management**.
- Led feedback initiatives to identify pain points and launched new features, boosting user retention by 15%.
- Supported technical teams, reducing customer churn by 18%.

Relationship Manager | CredPal

February 2018 – January 2021

- Strengthened **merchant relationships**, improving retention rates by 25%.
- Identified new sales opportunities, contributing to a 20% revenue increase.
- Delivered outstanding customer support, achieving a 95% customer satisfaction score.

EDUCATION

- **Bachelor of Science** – National Open University of Nigeria (NOUN), Computer Science - 2022 – *in View*
- **National Diploma** – Yaba College of Technology, Computer Engineering - 2013 – 2017

PROFESSIONAL QUALIFICATIONS

- Advanced Product Management: Vision, Strategy, and Metrics – Udemy, 2024
- API for Product Managers – Udemy, 2023

ADDITIONAL SKILLS

- **Product Development:** Skilled in roadmaps, PRDs, user stories, wireframes, and managing sprints from concept to MVP.
- **Business Management:** Expertise in sales, customer service, account management, and B2B relationship building.
- **Underwriting:** Experience with first-level underwriting and risk assessment.
- **Communication:** Strong interpersonal skills, with the ability to collaborate effectively across teams.