

Pamela Adaeze Aladi

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SKILLS

Product: Requirements Gathering, Customer Insights, Competitive Analysis, Market Research

Project: Project Coordination, Deliverable Tracking, Documentation, Stakeholder Communication

Data & Reporting: Data Management, Data Analysis, KPI Tracking, Performance Reporting

Tools & Platforms: Excel, PowerPoint, Power BI, SQL, Jira, Miro, Asana, CRM Systems, AI Tools

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) – Scrum Alliance, 2025

PRINCE2 Project Management Foundation & Practitioner Certifications (In Progress)

PROFESSIONAL EXPERIENCE

Expanding Boundaries International

New York, NY

Business Operations Associate

Sep 2024 – Jun 2025

- Led market research to identify partnership opportunities with local organizations, contributing to \$30K+ in grants and funding for S.T.E.A.M. educational initiatives
- Managed a CRM database of 1,000+ records, performing data validation and maintaining data quality to improve segmentation and reporting reliability
- Developed presentations, one-pagers and documentation to communicate key information, support stakeholder engagement and facilitate partnership initiatives
- Built and maintained project tracking systems and documentation, improving visibility of deliverables, ownership, and timelines
- Collaborated with internal teams and external stakeholders to gather requirements, prioritize needs, coordinate deliverables, and support successful partnership and outreach initiatives

Extern (with Beats by Dre)

New York, NY

Market Research and Consumer Analytics Extern

Aug 2024 – Oct 2024

- Designed and executed primary research with 500+ respondents to understand user needs, preferences, and purchasing drivers
- Automated 60% of consumer data collection using automation tools (e.g., ManyChat, Oxylabs), reducing manual effort and improving data reliability
- Performed brand sentiment and competitive analysis (using Python with Gemini API) on 5+ major competitors, identifying product differentiation opportunities to enhance the Beats customer experience
- Translated research insights into actionable recommendations that informed product improvements and go-to-market strategy

Porsche

New York, NY

NYU Graduate Research Consultant

Jan 2024 – May 2024

- Conducted consumer research and developed an experiential event strategy expected to attract new customer segments to Porsche centers across the US
- Maintained regular communication with Porsche clients to ensure alignment on deliverables and project success
- Defined success metrics and KPIs (e.g., NPS, lead generation) to measure initiative impact, projecting a 20% lift in brand sentiment among target audiences
- Presented research findings and strategic recommendations to Porsche clients to support customer engagement strategy

Tapestry (Coach)

New York, NY

Marketing and Consumer Analytics Intern

Jun 2023 – Aug 2023

- Evaluated paid social performance data to identify optimization opportunities and generate insights to improve customer engagement
- Queried structured datasets using SQL and Excel to support segmentation, trend analysis, and performance reporting
- Developed and implemented multi-tiered email tagging, improving campaign tracking accuracy and reducing reporting inconsistencies by 15%
- Analyzed Coach Outlet's email performance (open rates, click-through rates, conversion rates) and delivered data-driven recommendations projected to improve engagement and retention

EDUCATION

New York University - School of Professional Studies

MS in Management & Systems – Concentration in Database Technologies

University of Massachusetts Amherst - Isenberg School of Management

BBA in Operations and Information Management & Certificate of Business Analytics