

Pamela Adaeze Aladi

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SKILLS

Product: Product Discovery, Requirements Gathering, Feature Prioritisation, User Stories, User Journey Mapping, Usability Testing

Research & Data: User Research, Market Research, Competitive Analysis, Consumer Insights, Data Analysis, KPI Tracking

Project: Project Coordination, Stakeholder Communication, Process Improvement, Agile/Scrum

Tools & Platforms: Excel, PowerPoint, Power BI, SQL, Jira, Miro, Trello, Canva, CRM Systems, AI & Automation Tools

CERTIFICATIONS

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

PRINCE2 Project Management Certification – In Progress

PROFESSIONAL EXPERIENCE

BeReal – Social Media App

UK (Remote)

Product Management Extern (via Extern)

Aug 2026 – Oct 2026

- Conducted product and user research, including user journey mapping, to identify user needs, pain points and opportunities for product improvement
- Analysed competitor products and features to benchmark the user experience and identify opportunities for feature development and differentiation
- Developed and prioritised feature concepts based on research insights, translating selected opportunities into product requirements and prototypes
- Tested prototypes with users through focus groups, gathering feedback to validate concepts and inform product refinements

Expanding Boundaries International (Non-Profit)

New York, NY

Business Operations Associate

Sep 2024 – Jun 2025

- Conducted market research and identified partnership opportunities, securing \$40K+ in funding for educational initiatives
- Managed CRM database of 1,000+ records, improving data quality and segmentation to support targeted outreach that increased engagement by 25%
- Coordinated with internal teams and stakeholders to gather business requirements, clarify priorities and support the execution of key initiatives
- Acted as a key point of contact for partner organizations, coordinating communications, tracking follow-up actions and maintaining alignment on expectations

Beats by Dre

New York, NY

Market Research and Consumer Analytics Extern (via Extern)

Aug 2024 – Oct 2024

- Designed and executed primary research with 500+ respondents to understand consumer needs, preferences, and purchasing drivers
- Automated 60% of consumer data collection using AI-powered tools including ManyChat and Oxylabs, reducing manual effort and improving data reliability
- Performed brand sentiment and competitive analysis using Python with Gemini API across 5 major competitors, identifying product differentiation opportunities to enhance the Beats customer experience
- Translated consumer and competitor insights into actionable recommendations to inform product development and go-to-market strategy

Tapestry - Coach

New York, NY

Marketing and Consumer Analytics Intern

Jun 2023 – Aug 2023

- Evaluated paid social performance data from Meta, Google, TikTok, and The Trade Desk to assess campaign engagement and support optimisation efforts
- 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%
- Analysed Coach Outlet's email performance (open rates, click-through rates, conversion rates) and delivered data-driven recommendations 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