

Mariam Olopade

Senior Product Manager

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SUMMARY

Seasoned product and Project manager with extensive expertise in go-to-market strategy development and execution, adept at driving brand growth. Exceptionally crafting compelling product messaging and positioning that resonates with target audiences and elevates market presence. Renowned digital storytelling that captures attention and drives conversions across various platforms. Highly analytical and ensuring strategic decisions are informed and results-driven. Committed to delivering innovative marketing solutions that align with industry trends and exceed business objectives. A strategic thinker and creative problem solver, ready to significantly impact your brand’s success.

AREAS OF EXPERTISE

Technical Proficiency: Marketing Automation Platforms HubSpot, SaaS, Marketo, Content Management Systems (CMS), Basic Design & Prototyping Tools, and Machine Learning awareness.

Innovation & Growth: Passionate about identifying emerging technologies and opportunities to enhance brand value and drive customer acquisition.

People Management: Successfully led and mentored product teams, fostering a culture of experimentation and data-driven decision-making.

Omnichannel Experience: Deep understanding of creating frictionless customer experiences across all touchpoints (eCommerce, Retail, Mobile).

Product Management: AI and ML, Agile Methodologies (Scrum, Kanban), Product Roadmap Development and prioritization, User Experience (UX) Design Thinking, Data-Driven Decision Making and cross-functional Team Collaboration, Marketing, and Product Communication Expertise.

EXPERIENCE

TechChak (Company name change)

Remote

Sr. Growth and Communications Product Manager Sr. Consultant

Jan 2021 - Present

- Driving brand growth by pioneering transformative features aligned with company goals, boosting customer satisfaction by 18%, and increasing policy renewals by 22% driving significant business impact.
- Executing data-driven go-to-market strategies for transformative features, leading to a 30% increase in feature adoption and a 25% improvement in customer engagement.
- Mentoring and supporting a small team of product managers, fostering a view of experimentation and data-driven decision-making that encourages innovation and excellence.
- Identify opportunities and represent the view of the market by conducting industry research, including deep quantitative, qualitative, and competitive analysis.
- Spearheading cross-functional collaboration by cultivating strong partnerships with product, engineering, UX design, legal, marketing, and sales teams to influence business strategy and priorities, ensuring aligned goals and delivering seamless product launches.

Saidatech

New York, NY

Product Marketing Manager

Jan 2019 - Jan 2021

- Revamped a course creation platform into an all-in-one student learning hub with live courses, mentorship, and streamlined resources, leading to a 12% increase in conversion rates.
- Partner with the broader marketing team to launch campaigns that span web, onboarding, activation, and adoption.
- Established a long-term product portfolio strategy, informed by customer and business needs, and partnered with leaders and stakeholders to regularly drive alignment, secure resources and overcome impediments.
- Inspired and educated both internal and external teams on App solutions for advertisers and increased retention rates by 20%.
- Connected with customers to understand their goals and needs, translating them into specifications.

Deestech

New York, NY

Jr. Product Owner

Jun 2017 - Jan 2019

- Demonstrated strong project management skills and experience managing large-scale projects
- Developed solutions to problems by collaborating as needed across regions, product areas, and functions.
- Analyzed market trends to support future marketing initiatives and ensure product-market fit.
- Worked with the Sales team to develop impactful enablement resources and arm the team to better position ourselves against other competitors and products
- Defined product requirements and collaborated with the User Experience team to design product experiences.

Kimko

New York, NY

Intern

Oct 2015 - Jun 2017

- Demonstrated strong problem-solving skills and ability to adapt to a fast-paced startup environment.
- Utilized data analytics tools to track product performance and identify areas for improvement.
- Mastered proficiency in using various product management tools such as Trello, and Asana
- Conducted market research and analyzed user data to inform product decisions.

EDUCATION

Bachelor of Arts: Ethics Philosophy /Communications
John Jay College of Criminal Justice

New York, NY

Participated in a competitive yearlong community research and direct service-based program for high-achieving undergraduates.