

# Titilope Adams

## Product Manager

Energetic and motivated professional with a passion for agile methodologies and team collaboration. Currently pursuing a certification in Scrum, with hands-on experience in managing projects, coordinating team activities, and facilitating communication. Demonstrates strong organizational skills, a proactive mindset, and a keen attention to detail. Dedicated to fostering a culture of continuous improvement and efficient workflow management. Ready to contribute to dynamic teams and support successful project outcomes. Concise and decisive communicator with organizational, multitasking and project management talents. Diligent in product roadmap development, market research and data analysis. Highly skilled in identifying opportunities to maximize revenue. Driven and strategic with proven history of superior market penetration and product launch.

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.



## Accomplishments

- **Led the development of Job Accelerator**, structuring a 10-week curriculum, sourcing talent, and coordinating job placements.
- **Managed the launch of Job Accelerator**, ensuring a structured rollout to facilitate career growth and job opportunities.
- **Executed over 10 marketing campaigns**, increasing product sales by 25% at Teepsoul Entertainment.
- **Designed and managed paid ad campaigns** on WhatsApp, Instagram, and Facebook, optimizing conversion rates.
- **Conducted market research and user analysis**, improving product offerings and customer engagement strategies.
- **Created engaging entertainment-focused content** for sales and marketing, leveraging Nigerian pop culture trends.
- **Implemented structured content strategies**, driving audience engagement and improving digital campaign performance.
- **Streamlined administrative processes** as a Personal Assistant, improving scheduling efficiency and client communication.
- **Applied Agile and Scrum methodologies**, enhancing product iteration speed and cross-functional collaboration.
- **Developed and executed digital growth strategies**, optimizing customer acquisition and retention.



## Contact

### Address

Lagos, Nigeria 100001

### Phone

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### E-mail

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### LinkedIn

<https://www.linkedin.com/in/titilope-adams->



## Skills

Customer relations



Very Good

Communication



Very Good

Team building



Very Good

Product development



Very Good



# Work History

2025-02-  
current

**PHLYTER, Lagos**  
**PRODUCT MANAGEMENT INTERN**  
**Responsibilities**

- Spearheading the development of **Job Accelerator**, an innovative platform providing career growth courses, job placements, and talent sourcing solutions.
- Drafting a comprehensive **10-week curriculum**, including detailed class schedules, instructor roles, and resource requirements.
- Conducting **market research** to refine course offerings and optimize product-market fit.
- Collaborating cross-functionally with content creators, instructors, and marketing teams to ensure seamless program execution.

2024-01 –  
2025-01

**PRODUCT MARKETING MANAGER**  
**TEEPSOUL ENTERTAINMENT, Lagos**  
**Responsibilities:**

Developed and implemented marketing strategies, conducted market research, and managed campaigns. Collaborated with sales and development teams to align product positioning and analyzed campaign performance.

- Launched 10+ successful product campaigns, increasing sales by 25%.
- Developed market strategies that led to a 20% increase in market share.
- Improved brand awareness through targeted social media campaigns, resulting in a 30% increase in online engagement.

2022-02 -  
2022-11

**CUSTOMER RETENTION OFFICER**  
**FAZSION, Lagos (NYSC)**  
**Responsibilities:**

Staff Management



Market research and analysis



Negotiation



Brand building



Organization



User testing and Data analysis



Product Lifecycle Management



Time Management



Technical Proficiency



Microsoft Office Proficiency



Critical thinking



Handled customer inquiries and complaints, provided accurate information and maintained records. Collaborated with team members to resolve issues efficiently and ensure high customer satisfaction.

- Successfully resolved over 500 customer complaints, resulting in a 95% satisfaction rate.
- Improved response time by 30% through process optimization.
- Received 'Employee of the Month' award for outstanding customer service.
- Increased customer retention by 20% through personalized follow-up communications.

**2022-11 - PERSONAL ASSISTANT AND CUSTOMER SERVICE**

**2023-12 MASXEDSOUNDZ ENTERTAINMENT, Lagos**  
**Responsibilities:**

Provided administrative support, managed schedules and correspondence, and assisted with customer inquiries. Ensured seamless communication between executives and customers.

Achievements:

- Streamlined scheduling processes, reducing conflicts by 40%.
- Enhanced customer satisfaction by efficiently managing executive - related inquiries.
- Organized over 50 successful meetings and events for executives.
- Received commendation for effectively balancing administrative and customer service tasks.



## Education

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**2016-10 - Bachelor of Science: Political Science**

**2021-10** University of Ilorin - Kwara, Nigeria



## Certifications

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|------|--------------------------------------------------------------------------------|
| 2024 | Product manager ( Torilo Academy)<br>Virtual Assistant (Virtual click Support) |
| 2025 | Project manager -Coursera (in view)                                            |



## Interests

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- Music
- Business
- Technology & innovation
- Talent Development & Career Acceleration



## Reference

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Available on request