

MARY-ESTHER ANELE

AI Product Manager | Product Counsel | Product Owner | Compliance & Operations Associate

Lagos, Nigeria /Remote | maryestheranele@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Manager and lawyer with 3+ years building and scaling digital platforms serving 200K+ professionals across 40+ countries. Proven ability to own the full product lifecycle from zero-to-one ideation through legal structuring, growth, and monetization across HR tech, edtech, and career platforms. Adept at translating regulatory complexity into compliant, user-centered product decisions. Recognized as a Top 30 Outstanding Woman in Tech by 10Alytics.

CORE COMPETENCIES

Product: Product Strategy | Product Roadmapping | Customer Journey | User Experience | Agile | Scrum | MVP Development | Feature Prioritization | Product Analytics | A/B Testing | UX Research | Go-To-Market | Ethical AI | API Design | Team Building

AI: Lovable | Claude | ChatGPT | Gemini | Replit | Perplexity | NotebookLM | Prompt Engineering | AI Agents | LLM Evaluation

Analytics: Google Analytics | Excel | SQL | Shopify | SurveyMonkey | Zendesk

Platforms: WordPress | Slack | Teams | Airtable

Design & Collaboration: Canva | Notion | Google Workspace | Miro | Fireflies AI | SquareSpace

Legal: Product Compliance | Privacy by Design | Contract Review | Legal Research | Regulatory Compliance | Risk Assessment

PROFESSIONAL EXPERIENCE

InclusivelyRemote | *Employment Platform*

Casper, United States

Product and Compliance Manager

October 2023 – Present

- Identified a market opportunity through customer research and built a job board serving 6,000+ weekly users, generating 2M+ visits, and growing a 70,000+ member professional community.
- Owned product strategy from ideation through launch, defining the roadmap and shipping AI-powered job discovery, premium memberships, employer verification, and onboarding experiences.
- Conducted regulatory research on cross-border employment, and labor market requirements to support platform operations and employer partnerships.
- Launched and managed a subscription-based product generating \$5000 quarterly in revenue through pricing experimentation and customer segmentation analysis.
- Resolved production issues by partnering with engineering to identify root causes and prioritize fixes, improving platform reliability and enhancing the user experience by 15%.
- Translated 500 customer feedback into product improvements using Google Forms, increasing word-of-mouth referrals and contributing to 100+ successful job placements.

DigitaleyeDrive | *EdTech*

Lagos, Nigeria

Product Compliance Associate

December 2024 – June 2026

- Conducted compliance assessments on third-party learning tools, payment providers, and technology vendors, strengthening vendor governance and minimizing operational risk.
- Investigated user complaints, policy violations, and platform incidents, performing root cause analyses and recommending corrective actions that reduced recurring compliance issues by 25%.
- Monitored evolving education technology, privacy, and consumer protection regulations, translating regulatory changes into actionable product requirements for cross-functional teams.
- Created compliance dashboards and executive reports using Excel to track policy adherence, audit findings, incident trends, and remediation progress.
- Collaborated with Product Managers to integrate compliance-by-design principles into the product lifecycle, improving audit readiness and reducing manual review efforts.

AfriSplash | *Recruitment Platform*

London, United Kingdom

Talent Compliance Associate

October 2022 – September 2023

- Managed a Slack community of 10,000+ professionals across 5 time zones, delivering curated job listings and career content that drove measurable engagement and reduced member churn by 20%.
- Mapped end-to-end hiring journeys across 10+ international markets and conducted regulatory compliance research across 8 EMEA countries, producing country-specific risk briefs that reduced legal exposure in cross-border hiring.
- Sourced and screened 1,000+ candidates via ATS tools, applying structured assessment criteria that improved shortlisting efficiency and quality of candidate pipelines delivered to clients.

Workbrook | *HR Tech*

Richmond, United States

People Operations Intern

July 2022 – October 2022

- Conducted market research and analyzed 300+ candidate records to uncover user pain points, informing product enhancements that improved recruiter workflows and candidate experiences.
- Interviewed 10+ beta users to validate product assumptions, synthesize customer feedback, and prioritize features aligned with business and user needs.
- Collaborated with Product and Engineering teams to document requirements, optimize hiring workflows, and improve platform usability across multiple international markets.

KPMG | *Consulting Firm*

Lagos, Nigeria

Workforce Strategy Intern (Advisory)

June 2021 – August 2021

- Analyzed 320+ job descriptions to review role-positioning gaps and competitive market insights, informing a remuneration framework redesign that improved hiring effectiveness by 25%.
- Supported the delivery of a ₦25M workforce strategy engagement for a leading financial institution in Africa by conducting 30+ qualitative stakeholder interviews, workforce diagnostics, and organizational assessments to inform executive recommendations.
- Conducted compensation benchmarking across 5 roles using competitor datasets, client interviews, and internal pay data, delivering band recommendations to senior executives.

Deloitte | *Consulting Firm*

Lagos, Nigeria

People & Purpose Intern

November 2019 – January 2020

- Supported workforce operations impacting 450+ employees by coordinating onboarding activities, maintaining employee documentation, and ensuring adherence to established HR policies and procedures.
- Improved onboarding and employee record management processes by organizing HR data and standardizing documentation workflows, enhancing data accuracy and operational efficiency.

PROJECTS BUILT

[PassMyTCF](#) | *EdTech*

June 2026 – Present

- Built and launched an AI-powered EdTech platform that helps French language learners prepare for the TCF exam across speaking, listening, reading, and writing.
- Designed end-to-end learning experiences, including AI mock interviews, adaptive practice exercises, personalized study plans, and real-time feedback to improve exam readiness.
- Monitored user behavior and product feedback to refine learning pathways, optimize feature adoption, and prioritize enhancements based on customer needs.

[LinkedBoost](#) | *Social Media AI Agent*

March 2026 – Present

- Identified an opportunity to simplify professional content creation through customer research with founders, job seekers, and creators struggling to maintain a consistent LinkedIn presence.
- Owned product strategy from ideation to MVP launch, defining user personas, prioritizing features, and validating assumptions through continuous customer feedback.
- Iteratively improved onboarding and AI prompts using customer feedback and product analytics to enhance content quality and user engagement.

[CareersWithMary](#) | *Career Coaching Platform*

September 2024 – Present

- Generated \$2,000 (₦3M profit) without paid ads by leveraging organic storytelling and community-building.
- Grew TikTok account from 0 to 14k followers in 4 months by posting daily consistently and optimizing content experimentation.
- Supported 70+ professionals with career coaching, helping them secure interviews and opportunities with Fortune 500 companies.

[InclusivelyRemote](#) | *Job Platform*

September 2024 – Present

- Launched multiple customer-facing features including AI-powered job discovery, premium memberships, employer verification, and automated onboarding using rapid experimentation and iterative product development.
- Improved onboarding and customer communication based on user behavior and qualitative feedback, increasing engagement while reducing support requests.
- Conducted pricing experiments across international markets to validate subscription models and improve premium conversion.
- Designed and monitored product KPIs, using quantitative and qualitative data to continuously improve user activation, retention, and conversion.

EDUCATION

Nigerian Law School

Abuja, Nigeria

Barrister at Law (Licensed to Practice as a Solicitor in Nigeria and Common Law Countries)

December 2025

University of Lagos

Nigeria

Bachelor of Law (*Top 10% of the class*)

January 2025