

ANELE MARY-ESTHER

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PROFESSIONAL SUMMARY

Product Growth Manager with a legal background and 3+ years of experience building and scaling B2C products across career technology, EdTech, and HRTech. Passionate about using technology to solve human-centred problems and building products from zero to one through customer insights, product advocacy, and storytelling. Adept at working independently and collaborating cross-functionally in distributed, remote-first environments.

CORE COMPETENCIES

Tools: Google Analytics | Excel | Notion | WordPress | MailPoet | Trello | Slack | Google Workspace | Substack | PowerPoint | Airtable

Skills: Product-Led Growth | User Acquisition | Conversion Optimization | Product Advocacy | Go-to-Market Strategy | Product Pricing | Community-Led Growth | Product Launch | Roadmap Prioritization | 0–1 Product Development | Cross-Functional Leadership

AI : Claude Code | ChatGPT | Gemini | Lovable | Replit | Perplexity | LLM Evaluation | n8n

PROFESSIONAL EXPERIENCE

Product Growth Manager and Founder - InclusivelyRemote, United States **October 2023–Present**

- Built a remote job platform from 0 to 1 and scaled it without paid advertising to 6,000+ weekly users, 3M+ monthly visits, and a 100,000+ community across 140+ countries through content, partnerships, referrals, and product advocacy.
- Implemented a tiered subscription pricing model based on feedback from community members, increasing paid conversion and recurring revenue by 35%.
- Used Google Analytics to identify acquisition sources, subscription drop-offs, feature-adoption patterns, and customer-journey friction, translating insights into product improvements.
- Grew social media audience from zero to 150,000+ through an organic content strategy built around relatable job-search stories, converting audience trust into paid subscriptions.
- Expanded brand reach and customer acquisition through partnerships with career, government, and technology organizations.
- Partnered with Engineering to resolve usability issues, reducing friction and improving the customer journey across the platform.
- Produced and distributed a weekly remote-work newsletter on Substack to 1,000+ subscribers, reaching 600–700 readers per edition with career guidance, market insights, and product education.
- Created onboarding guides to help free users understand and adopt premium features, increasing engagement by 30% and reducing subscription churn by 15%.

Product Manager - Digitaley Drive, Nigeria **December 2024 – June 2026**

- Owned the product experience for an EdTech platform serving 10,000+ learners, analyzing customer complaints, support tickets, and recurring platform issues.
- Translated learner feedback into product recommendations and partnered with Engineering to improve workflows, usability, and feature performance.
- Built product dashboards using Excel to track feature adoption, platform quality, and recurring customer issues, contributing to a 25% reduction in repeated problems.
- Evaluated and prioritized integration opportunities based on user experience, functionality, scalability, and operational fit.

Talent and Community Manager - Afrisplash Remotely, United Kingdom **October 2022 – September 2023**

- Increased community activity by sharing daily job opportunities, answering member questions, and connecting talent with relevant platform resources.
- Supported the sourcing, screening, and onboarding of 1,000+ professionals across EMEA, helping strengthen the platform's talent pipeline.
- Researched employment and hiring requirements across different markets, helping the team identify compliance considerations affecting international placements.
- Translated recurring community questions and talent needs into insights for improving communication, resources, and the member experience.

Product Research Intern - Workbrook, United States**July 2022 – October 2022**

- Ran beta testing on the recruitment platform and partnered with Engineering to evaluate functionality, identify bugs, and improve the product before launch.
- Sourced candidates for 20+ mid-level roles using LinkedIn Recruiter and partnered with clients to refine job requirements, improve recruitment processes.
- Synthesized research and testing findings into product documentation that helped Product and Design teams prioritize customer-led improvements.

Workforce Strategy Intern (Advisory) - KPMG, Nigeria**June 2021–August 2021**

- Conducted 30+ stakeholder interviews for a ₦25M workforce strategy engagement, translating qualitative research and organizational data into executive recommendations for a leading African financial institution.
- Analyzed 320+ job descriptions, identifying role gaps, duplicated responsibilities, and opportunities to improve hiring process.
- Collaborated with a cross-functional advisory team to prepare reports and presentations that communicated complex findings to senior stakeholders.

PROJECTS BUILT

PassMyTCF | AI-Powered EdTech Platform

- Built and launched an AI-powered platform using Lovable and Claude Code that helps French-language learners prepare for the speaking, listening, reading and writing sections of the TCF exam.
- Designed AI mock interviews, adaptive exercises, personalized study plans and real-time feedback to improve learner readiness.
- Analyzed user behaviour and feedback to improve learning pathways, increase feature adoption and prioritize product enhancements.

LinkedBoost | Social Media AI Agent

- Identified a content-creation challenge through research with founders, job seekers and creators struggling to maintain a consistent LinkedIn presence.
- Led product development from idea to MVP, defining user personas, prioritizing features and validating the product through continuous user feedback.
- Improved onboarding and AI prompts using product analytics and customer feedback to strengthen content quality.

CareersWithMary | Career Coaching Platform

- Generated ₦3 million (\$2,000) in profit through organic content and community-led growth, without paid advertising.
- Grew a TikTok community from zero to 14,000 followers in four months through consistent content creation and experimentation.
- Coached 70+ professionals, supporting successful interviews and opportunities with Fortune 500 companies.

PROFESSIONAL CERTIFICATIONS

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| • Brand and Product Management, IE Business School (Coursera) | 2026 |
| • Product Marketing in the Age of AI, University of Maryland (Coursera) | 2026 |
| • Harvey Certified Legal Engineering | 2026 |

AWARDS AND ACHIEVEMENTS

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- [Semi-finalist, Bloom Grant Africa](#)
 - [Sterling Bank feature, Building a Global Platform as a 3rd-Year Law Student](#)
 - [Spirit of Shell Eco-Marathon Award, Team UNILAG \(Europe Region\).](#)

EDUCATION

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| Barrister at Law (BL) - Nigerian Law School | 2025 |
| Bachelors of Law (LLB) - University of Lagos, Nigeria | 2024 |