

MARY-ESTHER ANELE

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

PROFESSIONAL SUMMARY

Product Manager with 3+ years of experience building and scaling products across HRTech, EdTech, and career technology, including a global job platform used by professionals in 40+ countries. Skilled at leading customer discovery, validating ideas through rapid prototyping with AI tools, and partnering with engineering to take products from concept to adoption. Comfortable owning both the strategic roadmap and the tactical scope decisions that ship it, and experienced working async across fully remote, global teams.

CORE COMPETENCIES

Industry Knowledge: Product Strategy | Feature Prioritization | Customer Discovery | Cross-Functional Collaboration | Agile Delivery | AI-Assisted Prototyping | Go-To-Market | A/B Testing | User Interviews | UX Research | Product Analytics

AI & Prototyping: Lovable | Claude | ChatGPT | Gemini | Replit | Perplexity | API Integrations | AI Agents | LLM Evaluation

Analytics & Tools: Google Analytics | Excel | SQL | Zendesk | Airtable | WordPress | Slack | Notion | Google Workspace | Jira

PROFESSIONAL EXPERIENCE

InclusivelyRemote | *Job Board Platform*

Casper, United States

October 2023 – Present

Product Manager and Founder

- Owned product strategy and roadmap for a platform serving professionals across 40+ countries, from concept through launch, using Jira to manage execution.
- Built direct relationships with 500+ customers through discovery interviews, using those conversations to define the roadmap for AI-powered job discovery, onboarding, and premium features.
- Partnered closely with engineering to turn customer insights into product requirements, improving customer satisfaction by 20%.
- Grew and maintained relationships across a community of 70,000 professionals via Slack and WordPress, using ongoing customer feedback to drive product improvements and 100+ job placements.
- Ran onboarding and pricing experiments using Google Analytics, growing recurring subscription revenue to \$5,000+ per quarter.

DigitaleyDrive | *EdTech*

Lagos, Nigeria

Product Manager

December 2024 – June 2026

- Converted complaints and support tickets from Zendesk into product requirements, reducing recurring platform issues by 25%.
- Built dashboards to track feature performance and product quality, enabling faster, data-driven decisions.
- Evaluated third-party tools and platforms for user experience, product capability, and integration fit.

Workbrook | *HR Tech*

Richmond, United States

Product Research Intern

July 2022 – October 2022

- Conducted customer discovery interviews with beta users to validate product assumptions and inform development.
- Analyzed a dataset of 300+ customer records in Excel to surface product opportunities that improved recruiter efficiency.
- Partnered with Product and Engineering to translate research findings into requirements and workflow improvements.
- Synthesized customer insights into research reports that informed product prioritization and roadmap decisions.

KPMG | *Consulting Firm*

Lagos, Nigeria

Workforce Strategy Intern (Advisory)

June 2021 – August 2021

- Analyzed a dataset of 320 job descriptions in Excel to identify market gaps, improving remuneration redesign and hiring by 25%.
- Built relationships with stakeholders across a ₦25M workforce strategy project through 30 organizational assessments.
- Benchmarked compensation across 5 roles, delivering salary band recommendations to senior executives.

PROJECTS BUILT

- [PassMyTCF](#) | *EdTech*
- [LinkedBoost](#) | *Social Media AI Agent*
- [CareersWithMary](#) | *Career Coaching Platform*

PROFESSIONAL CERTIFICATIONS

- Brand and Product Management, IE Business School (Coursera) 2026
- Product Marketing in the Age of AI, University of Maryland (Coursera) 2026

EDUCATION

Nigerian Law School

Abuja, Nigeria

Barrister at Law (Top 17% out of 6,780)

December 2025

University of Lagos

Nigeria

Bachelor of Law (Top 8% out of 496)

January 2025