

MARY-ESTHER ANELE

Remote | Available in US and EMEA business hours | maryestheranele@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Manager with 3+ years of experience translating business priorities into clear requirements, Jira tickets and release plans that engineers can confidently execute. Owned subscription, billing and onboarding journeys for a global consumer platform with 15,000+ weekly users and generating 3M+ monthly visits, increasing recurring revenue by 35%. Passionate about building technology that solves real customer problems and delivers measurable business value.

CORE COMPETENCIES

Product Delivery: Product Roadmaps | Requirements Gathering | PRDs | User Stories & Acceptance Criteria | Backlog Management | Sprint Planning | Release Coordination | Risk Management | Stakeholder Alignment | Digital Onboarding | Product Analytics | Feature Prioritization
Growth: Subscription and Billing Flows | Customer Journey Mapping | Monetization | Churn Reduction | Organic Marketing | QA & UAT
Tools: Jira | Asana | Notion | Airtable | Google Analytics | Mixpanel | Excel | HubSpot | Shopify | Claude Code | Lovable | Cursor | n8n

PROFESSIONAL EXPERIENCE

Product Manager, Growth and Monetization | InclusivelyRemote, United States (Remote) **Jan 2023 – Present**

- Owned the product roadmap and end-to-end delivery for a global remote-work platform serving 15,000+ weekly users, generating 3M+ monthly visits, and supporting a 100,000+ member community.
- Translated customer and business needs into user stories, acceptance criteria, and sequenced Jira tickets, partnering with engineers to deliver workflow, usability, and reliability improvements.
- Designed and launched a tiered subscription and billing model by mapping the customer journey from sign-up through renewal, increasing recurring revenue by 35%.
- Analyzed Google Analytics data and customer feedback to identify onboarding friction and subscription drop-offs, prioritizing improvements based on retention and revenue impact.
- Built lifecycle onboarding and product-education flows that increased engagement by 30% and reduced subscription churn by 15%.
- Coordinated partners and customer-facing operations across multiple markets, aligning stakeholders on scope, timelines, risks, and delivery trade-offs.

Product Manager, Growth and Customer Experience | Digiteley Drive, Nigeria **Dec 2024 – Jun 2026**

- Managed end-to-end delivery of product improvements for an EdTech platform serving 10,000+ learners, converting support tickets, customer complaints, and recurring issues into prioritized requirements.
- Partnered with Engineering to define acceptance criteria, resolve usability issues, and track fixes from backlog through testing and release.
- Built Excel dashboards to monitor feature adoption, platform quality, and recurring issues, using insights to prioritize improvements that reduced repeat complaints by 25%.

Product Research Intern | Workbrook, United States (Remote) **Jul 2022 – Oct 2022**

- Led pre-launch beta testing for a recruitment platform, documenting functional defects, edge cases, and customer-experience issues and partnering with Engineering to resolve them before release.
- Synthesized user research and test findings into clear product requirements and documentation, enabling Product and Design teams to prioritize high-impact improvements.

Workforce Strategy Intern (Advisory) | KPMG, Nigeria **Jun 2021 – Aug 2021**

- Ran 30+ stakeholder interviews for a ₦25M workforce strategy engagement and turned the findings into executive recommendations for a leading African financial institution.
- Collaborated with a cross-functional advisory team to prepare reports and presentations that communicated complex findings to senior stakeholders.

PRODUCTS BUILT

[PassMyTCF | AI-Powered EdTech Platform](#)

- Built and launched an AI exam-prep platform for TCF French learners with Lovable and Claude Code, with mock interviews, adaptive exercises and study plans, then used behaviour data to prioritize enhancements.

[LinkedBoost | Social Media AI Agent](#)

- Identified a content-creation challenge through research with founders, job seekers, and creators, then led product development from idea to MVP by defining user personas, prioritizing features, and validating the solution through user feedback.

CERTIFICATIONS, AWARDS AND EDUCATION

- Brand and Product Management, IE Business School (2026) | Product Marketing in the Age of AI, University of Maryland (2026) | Harvey Certified Legal Engineering (2026).
- Semi-finalist, Bloom Grant Africa | Featured by Sterling Bank for building a global platform as a law student.
- Barrister at Law (BL), Nigerian Law School (2025) | Bachelor of Laws (LLB), University of Lagos (2024).