

Anthony Ibegbulem

Product Manager

CONTACT

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LinkedIn

WORK EXPERIENCE

Product Manager JAN 2023 - PRESENT
REDMUR - Lagos

- Led the team to plan and develop Nigeria’s first virtual influencer Marketplace Platform to boost brand storytelling, resulting in 7 successful collaborations with renowned fashion brands within 6 months of launch.
- Led partnerships with 3 leading fashion brands to conceive and create innovative digital products for visualization, sampling, and e-commerce, elevating customer experience and driving sales.
- Employed agile development to lead the team to research, ideate and develop the largest screen-wear social app in progress.

Project Coordinator APR 2022 – JAN 2023
COUNCIL FOR INTERNATIONAL AFRICAN FASHION EDUCATION - Accra

- Planned and hosted 15 engaging events, increasing engagement by 25% and receiving 90% positive feedback from stakeholders, fostering valuable networking, and learning opportunities.
- Collaborated with the R&D team to develop 5 relevant CIAFE Academy courses.
- Grew the CIAFE online engagement by 50% within one year, resulting in a 15% increase in collaboration opportunities and industry partnerships.

Product Manager (Freelance Studio Consultant) JAN 2022 - MAR 2022
FINAL FORM STUDIO – Tokyo

- Led the development of a 3D production pipeline for 3D creators in the team.
- Liaised with the Creative Director to build external relationships in the gaming industry and Web3 space.
- Developed and implemented a comprehensive marketing strategy for the Digital Fashion project targeting Asian markets; leveraged digital channels to generate and acquire new customers within 3 months of launch.

Digital Product Associate JAN 2021 - FEB 2022
DCAP – Sheffield

- Employed digital fashion technology to create high-quality digital product samples for a marketing campaign, implementing on-demand manufacturing practices that reduced production costs and waste and yielded zero returns.
- Increased engagement on social media platforms by 25% through the successful launch of NFT campaigns.
- Developed concept and created digital designs for “The Sivana drop”, as a kickstart of “The First Fruit” campaign.

Administrative Officer JUL 2020 - JAN 2021
GPI GLOBAL FINANCIAL SERVICES – Port Harcourt

- Assisted in streamlining office operations by implementing an organized digital filing system, enhancing accessibility to critical documents, and increasing overall team efficiency.

Studio Assistant (Internship) OCT 2019 - MAY 2020
TURAAAY. – Port Harcourt

- Contributed to the conceptual development of 5 successful product lines by ideating and pitching original ideas and concepts.

SKILLS

Proficient

Project Planning
Stakeholder Management
Product Roadmapping
Customer Research
Agile Methodology
Scrum
Lean Management
Cross-functional Team
Coordination
Resource Allocation
Risk Management
Digital Strategy
Brand Marketing
Strategic Partnerships
Communication
Design Thinking
Microsoft 365
Adobe Creative Suit
Jira
Notion
Asana
Trello
Figma

Familiar

UI/UX
Data Analysis
HTML
Prototyping
3D Design
Visualization
Target Process
Confluence

EDUCATION

Alt School Africa,
Diploma in Product
Management.
Lagos, Nigeria
August 2023 - Present

**The Digital Fashion
Group Academy,**
Diploma in Digital
Fashion.
**Amsterdam,
Netherlands**
July 2020 - August 2021

CERTIFICATION

Google Project
Management Certificate -
In progress

Meta Marketing Analytics
Certificate - *In progress*

Inside LVMH Certificate

Diploma in Digital Fashion

LANGUAGES

Igbo native
English C2, fluent