

Favourite .N. Henry

Rivers State | Favouritehenry001@gmail.com | 09160942347 |

PROFESSIONAL SUMMARY

Product Marketing Manager with a proven track record in driving product adoption, go-to-market execution, and cross-functional collaboration in fintech and e-commerce. Experienced in crafting compelling product narratives, optimizing user experiences, and aligning marketing strategies with business goals.

KEY SKILLS

- Product Marketing Strategy & Ownership
- Go-To-Market Leadership
- Cross-Functional Collaboration
- Ecosystem & Partner Support
- Messaging & Content Development
- User Insights & UX Optimization
- Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Dantown – [March 2022 - March 2025]

Product Marketing Manager

- Owned end-to-end product marketing lifecycle, including positioning, messaging, launch planning, and adoption strategy for Dantown's crypto trading platform.

- Led go-to-market planning for major product launches like the Dollar Virtual Card and Dantown's Bonus Points initiative, increasing product adoption by 25%.
- Drove 30% growth in engagement through product feature launches like internal Naira transfers, swap feature and market data.
- Acted as the bridge between product, engineering, and marketing teams, ensuring seamless execution of product initiatives.
- Led the Chowdeck x Dantown campaign, which successfully onboarded 5,000+ new users, driving brand awareness and user acquisition while activating over 1.5k old users reducing churn rate.
- Translated complex crypto concepts into user-friendly messaging, improving customer understanding and engagement.

Hara – [April 2023]

Product Marketing Manager

- Managed Hara's product marketing lifecycle, crafting strategic briefs and messaging that aligned with growth objectives.
- Spearheaded go-to-market planning for major promotions, including Hara's extended cashback feature, driving a 30% increase in platform usage.
- Improved customer retention by 15% through targeted messaging and engagement campaigns.
- Synthesized user insights and market feedback to enhance product offerings and UX.
- Created high-converting content, including email campaigns, push notifications, and educational materials, leading to increased user engagement.

EDUCATION

Bachelor of Arts (BA): Linguistics & Communication Studies

University of Port-Harcourt - Rivers State, Nigeria 2023

Certifications

- Social Media Marketing | HubSpot
- Copywriting | Special Training
- Search Engine Optimization | HubSpot
- Inbound Marketing | Hubspot
- Product Marketing | Udemy
- Product Analysis | Product school

REFERENCES

- Available upon request