

Pelumi Oluwaseun

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Summary

Product Manager with a background in product design and development, and 4+ years of experience building user-centred products across creator and consumer platforms. Track record of measurable impact: scaled a product to 3,000 users in two months, reduced churn by 15%, and grew GMV by 10% through monetisation, growth, and engagement features.

Work Experience

Selar

Product Manager

Remote

Jan 2026 - Present

- Work cross-functionally with a team of 10 engineers, 2 data engineers, and a designer to ship monetisation and growth features.
- Led the Storefront redesign, introducing culturally-inspired templates that let creators express brand identity and improve discovery and conversion.
- Led product development of Community Membership, letting creators build tiered, gated communities with content spaces, discussions, events, and member management, driving 10,000+ members joined across 800+ creators.
- Shipped the Refer & Earn system, introducing a scalable, user-driven growth loop.
- Led the development of the Link-in-Bio feature, extending Selar into a discovery and distribution layer for creators.
- Currently building Selar Offline, letting creators attach payment links directly to products to reduce purchase friction.

interns.ng

Product Manager

Nigeria · Hybrid

Sep 2025 - Mar 2026

- Led product development of the CV Resume feature, enabling users to create and manage professional CVs on the platform.
- Drove the CV Analyzer product, giving users feedback to improve their CV quality, with 500+ CVs analysed.
- Led the Virtual Internship Ecosystem product, a structured programme letting interns learn specific roles and gain hands-on experience over defined periods.
- Shipped personalisation and engagement features that reduced churn by 15%, grew GMV by 10%, and drove the platform to 5,000+ users.

Wetabyte

Product Team Lead

London Area, United Kingdom · Hybrid

Sep 2023 - Dec 2025

- Led product efforts across multiple client brands, coordinating a cross-functional team of 10.
- Built and launched 3 e-commerce MVPs for clients (City of Flames, Titanium Consulting Group, and FajuTek), from concept to live.
- Aligned each brand's product roadmap with business goals, growing managed revenue from £0 to £7,000 in three months.

Astrotwig (Microsoft for Startups)

Product Team Lead

Lagos

Jan 2023 - Jan 2025

- Helped scale the product to 3,000 users within two months of launch.
- Set product strategy and technical direction, prioritising the roadmap across design, engineering, and go-to-market.
- Introduced a gifting feature, enabling fans to send gifts directly to artists on the platform.
- Led the product transition from v1 to v2, overhauling the platform to a stronger, more scalable product.
- Created "Astrotwig New Friday," a weekly artist showcase and interview series that boosted SEO, drove in-app engagement, and grew new user acquisition.

Product Designer

Feb 2022 - Jan 2023

- Owned brand identity, graphics, and UI, and drove the end-to-end UX workflow for the platform.
- Collaborated with the team to prioritise functionality and shape the product's early design direction.

Skills

Product Management · Product Development · Product Strategy · Roadmap Planning · Cross-functional Leadership · Branding & Identity · Brand Management · Creative Direction · Product Design · Graphic Design · Leadership & Team Management · Stakeholder Alignment · Growth Loops ·

Teamwork · Agile · User Research · A/B Testing & Experimentation · Product Analytics (PostHog, Mixpanel, Microsoft Clarity) · SQL · Figma · Jira

Community & Writing

- Founder, Nectrr: Behind The Product, a product community running an interview and speaker series and blog featuring people across the product ecosystem; also builds web, mobile, and e-commerce MVPs, taking 10+ clients (Hafrik, Priscilla's Creative Corner, Find My Taste) from brand identity to product-market fit.
- "How to Know a Product Will Sell Before You Build": LinkedIn article on validating product demand early.
- "Sometimes the Best Validation Comes From Failed Founders": LinkedIn article on learning from product failure.
- Authoring an upcoming book on product management in African tech, turning real experience into a shortcut for aspiring PMs.

Education

Federal University of Technology Akure
B.Tech, Civil Engineering | Grade: 3.84

Jan 2018 - Jan 2024