



RHODA OGHEREMUNE FALAIYE

Brand-Manager | Web Designer

CONTACT

+234-9057-1711-30

rhodafalaiye@gmail.com

Lagos State, Nigera

Rhodaportfolio.com

EDUCATION

B.SC. IN BIOLOGY

National Open University of Nigeria

Date: 2015 - 2018

DIPLOMA IN STATISTICS

Kwara State Polythecnic

Date: 2011 - 2013

CORE EXPERTISE

- Brand Strategy & Visual Identity
- Product Management & Agile Leadership
- Web Design & SEO Optimization
- Digital Marketing & Growth Strategy
- Talent Recruitment & Team Development
- Cross-Functional Collaboration
- Market Research & Business Analysis
- Tech Skills Facilitator
- Microsoft Dynamics

PROFESSIONAL SUMMARY

Dynamic Brand Strategist, Product Manager, Web Designer, and Talent Recruiter with 5+ years of experience driving innovation across technology, design, and business growth. Skilled in brand identity development, Agile project management, digital product launches, SEO-focused web development, and QA testing. Experienced in market research, strategic planning, and talent recruitment, with a proven ability to lead cross-functional teams, optimize customer experiences, and deliver measurable results that fuel long-term brand success.

Committed to leveraging technology to achieve organizational goals and enhance client experiences.

EXPERIENCE

Wood and Nails Africa

2024 - Date

Brand - Manager | Talent Recruiter [Full-time]

- Restructured brand operational processes to streamline workflows, improving efficiency and cross-department collaboration.
- Spearheaded the website revamp, enhancing user experience, modernizing design, and improving SEO visibility for higher lead generation.
- Implemented funnel automation systems to optimize client acquisition and retention, reducing manual processes and improving conversion rates.
- Optimized the company's LinkedIn profile and digital presence, strengthening brand positioning and industry recognition.
- Restructured the client interaction process, ensuring personalized touchpoints, better feedback loops, and increased customer satisfaction.
- Recruited and onboarded talent aligned with business needs, building a stronger team to support design, marketing, and client operations.

Key Achievement:

- Successfully repositioned Wood & Nails Africa as a luxury lifestyle curator, driving increased client engagement and inquiries for bespoke designs digitally.
- Automated the acquisition funnels, which increased the lead generation by 20%
- Reduced the website bounce rate from 88.5% to 9.5% within a few months.

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EXPERIENCE

Nukreationz Digital Solutions

2021 – 2024

Product & Growth Strategist [Full-time]

- Established the Nukreationz Digital Academy, developing processes, roadmaps, and training modules to build digital skills for creatives and entrepreneurs.
- Coordinated the User-Generated Content (UGC) Software application, overseeing product strategy, development, and market alignment.
- Led the Bebranded campaign, resulting in a 15% revenue increase for Smart Card services through improved brand messaging and outreach.
- Directed the EdTech Service Scheme, designing solutions that expanded the company's footprint in education technology.
- Spearheaded the Bootcamp Tech Acquisition Scheme, enabling talent development and recruitment for digital innovation projects.
- Initiated the ASK NUKREATIONZ ANYTHING (ANA) Campaign in Q3, building partnerships with agencies for printing products & services and strengthening B2B collaborations.

Key Achievement:

- Positioned Nukreationz Digital as a pioneer in digital innovation and user-generated content solutions within the Nigerian market for services like SMM, SEM, Web Dev, Smart card, E-Event Management, etc.
- Launched the Nukz Digital Academy (EdTech services, Digital Institute)
- Managed and deployed a UGC software application
- Automated the digital marketing system based on services offered & market alignment

ACKNOWLEDGEMENTS

• Career Insight Foundation

Certification in business administration and project management

• Jobberman

Certification in Soft Skills & Client Relationship Management

• ALX Academy

CAPM- Certified Associate Project Manager (In-View)

Languages

(Oral/Written)

English/Yoruba language-Advanced
Esan-Intermediate
Hindi- Beginner

Africa Import & Export Solutions Ltd.

2023

Project-Manager [Freelance]

- Led development of a digital import-export website tailored to African markets.
- Conducted market analysis to shape project roadmaps.
- Drove cross-functional collaboration for seamless project execution.

Brand-Manager | Web Designer

EXPERIENCE

AppCake IT Company

2022

Project Manager Gaming & Mobile Applications [Freelance]

- Directed launches of mobile gaming apps on Apple & Play Store.
- Oversaw QA testing, compliance, and subscription management.

Imperotechne IT Company

2020

Business Analyst & Software QA Tester [Internship]

- Delivered business requirement docs, test plans, and market research.
- Optimized workflows and supported SDLC & STLC implementation.

Multichoice Nigeria

2019-2020

Quality Assurance / Customer Service Personnel [Full time]

- Trained new hires and improved campaign execution.
- Ensured consistent quality assurance and client satisfaction.
- Customer Assistance: Delivered top-notch customer service by resolving inquiries and providing accurate information on products, services, and ongoing campaigns.
- Analytical Campaign Support: Utilized analytical skills to guide customers effectively, enhancing their understanding and engagement with campaigns.
- Performance Achievement: Consistently met and exceeded daily performance targets, contributing to overall team success.

REFERENCE

Available upon request.



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Dear Hiring Manager,

I am excited to apply for opportunities that combine my expertise in brand strategy, product management, web design, and talent recruitment. With over 5 years of experience, I bring a blend of creative insight, technical know-how, and leadership that aligns with multidisciplinary roles.

In my previous engagements, I developed a distinct brand personality rooted in luxury and craftsmanship, which increased engagement and positioned the brand as a lifestyle curator. At a digital firm, I led the creation of a modern digital identity and user-focused platform that gained early market recognition. These experiences demonstrate my ability to connect strategy with execution—building brands that influence, connect, and grow.

Beyond branding, I have managed cross-functional teams to deliver market-ready products, designed and optimized websites, and recruited and mentored talent to drive sustainable business growth. Whether leading Agile projects, crafting visual identities, or launching digital campaigns, I thrive on creating meaningful solutions that deliver results. I would welcome the opportunity to bring this expertise to your team.

Please reach me via my contact details above to talk about how I can add my value to the growth of the firm.

Warm Regards,
Rhoda O. Falaiye