

Atolagbe Semilore James

Product Manager

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WORK EXPERIENCE

Ortho Technologies — Abuja, Nigeria

Product Manager | Jul 2025 – Present

- Built and shipped a roadmap from scratch for MyQRMenu, a QR menu generation platform, scoping features from pricing flows to guest mode access and group menu architecture; guest mode implementation directly expanded the addressable user base during beta.
- Designed and ran A/B tests during MyQRMenu's beta stage, using Mixpanel to track user acquisition and churn; findings from guest mode vs. authenticated-only testing informed feature prioritisation decisions.
- Coordinated marketing execution across 7 Ortho products, setting creative briefs, managing review cycles, and liaising with designers, animators, and business developers; occasionally hands-on with design output.
- Built an internal social analytics tracker consolidating Instagram and Facebook data across all products, replacing scattered Meta native dashboards with a single view covering posting cadence, audience targeting, campaign performance, and top-performing strategies.
- Led full migration of the team's project management system from Jira to ClickUp after a critical board outage halted operations; handled both transition management and hands-on migration to restore team workflow.
- Co-organized React Native Nigeria events twice, covering speaker sourcing, venue, communications, and post-event follow-up.
- Produced 12 editions of the company's internal newsletter, distributed monthly via Substack.

Floorkraft — Abuja, Nigeria

Project Manager | Jun 2025 – Present

- Onboarded a 19-person team from an informal WhatsApp-based workflow — where client data was frequently incomplete or lost onto ClickUp; handled full transition management, staff training, and ongoing system management.
- Built a custom analytics dashboard via the ClickUp API tracking the full job lifecycle across Abuja, Port Harcourt, and Lagos — covering repeat customer identification, funnel conversion from measurement to installation, regional performance comparison, sales staff output, rectification rates, and seasonal volume patterns.
- Onboarded Floorkraft onto Moonframe — handling inventory management, delivery tracking, operations, and invoicing — as the platform's first real-world deployment.
- Led a full warehouse inventory assessment covering physical count, reconciliation, and system setup; surfaced discrepancies of over 1,000 cartons of flooring stock, establishing accurate visibility for the first time.
- Set up the company's professional email and domain infrastructure from scratch, migrating the business off personal email accounts.
- Managed stakeholder communication across internal team, suppliers, and clients.
- Created documentation covering all operational procedures, system onboarding, and workflows introduced during the transition.

VyneStudios — Remote

Technical Product Manager | Jun 2023 – Feb 2024

- Owned the full product lifecycle across two Web3 gaming apps from inception to launch on the Play Store — covering product strategy, roadmap, design, development, and go-to-market.
- Wrote Flutter code independently, including v1 of VyneChain; reviewed code contributions from the engineering team as part of the technical PM function.
- Grew and managed two app communities from zero to 200+ members each across Discord, Telegram, and WhatsApp.
- Hired, onboarded, and managed 6 moderators and temporary staff, serving as their ongoing point of contact.
- Collaborated cross-functionally on marketing, stakeholder management, investor communications, and documentation throughout the product lifecycle.

Pennyfy — Remote

Project Manager (Intern) | Nov 2024 – Jan 2025

- Directed product development from discovery through launch, keeping delivery aligned with business objectives.
- Ran retrospectives and post-mortems, building continuous improvement cycles from user feedback and performance data.

Ethnicart — Remote

Executive Assistant to CEO | Feb 2023 – Oct 2024

- Sourced and liaised with food vendors in Canada from a curated list, managing calls and written communications to evaluate and document their offerings for the platform.
- Handled executive communications and calendar management on behalf of the CEO.
- Assisted with design work and produced pitch deck materials in support of investor outreach.

Webmet Creatives — Remote

Project Manager | Oct 2022 – Sep 2023

- Managed client communications across active web development projects, serving as the primary point of contact.
- Troubleshooted and resolved issues on client WordPress sites.
- Handled meeting scheduling and calendar management across the team.

Floorkraft — Abuja, Nigeria

Operations Project Manager (Intern) | Mar 2021 – Oct 2021

- Migrated all workflows to Trello and created automations for task assignment, deadline reminders, and communication tracking.
- Managed client communication across multiple concurrent projects, ensuring requirements were met on time.

PROJECTS

Moonframe moonframe.live

A business operations platform built for small and growing businesses — combining invoicing, finances, inventory, tasks, and operations in one real-time workspace. Built on Supabase. Currently deployed and in active use by Floorkraft Abuja as its first real-world client.

Logistics Operations Dashboard semilore-james.github.io/work/powerbi

An 8-tab operational intelligence system built end-to-end in SQL, DAX, and Power BI — covering driver performance, route profitability, fleet utilization, fuel efficiency, safety tracking, and seasonal patterns.

EDUCATION & CERTIFICATIONS

B.Eng, Mechanical Engineering

Federal University of Technology, Minna | 2024

Data Analytics Certificate

TS Academy | Jul 2026

SKILLS & TOOLS

Product Product Strategy · Roadmapping · A/B Testing · User Research · PRD Writing · Sprint Planning · Agile · Go-to-Market · Stakeholder Management · Community Management

Data & Analytics Mixpanel · Power BI · SQL · ClickUp API · Dashboard Design · Advanced Excel

Technical HTML · CSS · JavaScript

Design & Diagramming Figma · Canva · Miro · Excalidraw · Lucidchart

AI Tools Claude · Antigravity

Tools ClickUp · Jira · Trello · Notion · Slack · Make.com · Zapier · Substack · WordPress · Microsoft 365 · Google Workspace

Soft Skills Cross-functional Collaboration · Technical Writing & Documentation · Hiring & Team Management · Executive Communication