

SOFIAT AJIDE

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EDUCATION

- **New York University, New York, USA.** Master of Science in **Management of Technology**, (GPA: 3.9/4.0) **Sep 2022 – May 2024**
 - Relevant Courses: Project Management, Business Analytics, Global Innovation, Economics and Strategy, Financial Analysis, Communication, Economics and Strategies for Digital Platforms, Organizational Behavior, Statistics
 - Awards: NYU African Opportunity Award (M.Sc. Fully Funded), NYU Unibuddy Ambassador
 - Capstone Project: *New York Times* - System Vulnerabilities Impact Assessment Methodology & Quantification
- **University of Ilorin, Nigeria.** Bachelor of Engineering in **Civil Engineering** **Oct 2012 – Sep 2017**
 - Awards: TotalEnergies National Merit Scholarship Award

EXPERIENCE

Product, Sales & Marketing Analyst

Jun 2025 – Present

LOCOMeX (Project Economy and Supply Chain (PES) Technology Solutions; New York, USA)

- Conducted pricing and competitive analysis to support market entry and value proposition refinement
- Contributed to GTM implementation by coordinating cross-functional efforts and supporting the launch of a new product website
- Utilized Salesforce CRM to configure campaign workflows, segment audiences, and establish performance tracking processes

Product Manager

Sep 2024 – Jul 2025

Hack for LA (Civic tech organization that builds digital solutions for local issues; LA, USA)

- Developed and executed product roadmaps, reducing feature delivery time by 25% and ensuring on-time delivery of features
- Performed competitive and comparative analysis to refine product strategies and improve efficiency by 10% and 5% new business opportunities
- Prepared data using Power BI to support dashboard development
- Leveraged GitHub and Slack for effective collaboration, improving team communication, and project tracking

Product Manager

Sep 2024 – Apr 2025

Yuvoice (Social media platform for driving social change and civic engagement; USA)

- Defined and managed the product lifecycle, prioritizing features aligned with customer needs and business goals
- Created and maintained detailed product documentation, accelerating development cycles by 15% by aligning engineering and design teams through clear user stories, acceptance criteria, and SDLC plans
- Collaborated cross-functionally with engineering, design, and business stakeholders to ensure alignment on project goals, thereby driving product development
- Conducted market research and data analysis to inform product decisions and track project progress
- Utilized Jira for backlog management and sprint planning, and Slack, increasing team productivity by 20%

Product Management Intern

Jun 2023 – Aug 2023

LOCOMeX (Project Economy and Supply Chain (PES) Technology Solutions; Delaware, USA)

- Led sprint planning, backlog refinement, and agile ceremonies, improving team velocity by 5%
- Managed resource allocation, balancing workload across teams to meet deadlines
- Developed roadmaps and timelines for 4+ B2B projects, ensuring stakeholder alignment
- Spearheaded a centralized project tracking system, accelerating project completion by 25%
- Contributed to data acquisition efforts, downloading and cleaning datasets for AI-driven ESG risk scoring

Graduate Assistant

Oct 2022 – May 2024

New York University (Education; New York, USA)

- Reviewed and audited 1,000+ applications monthly, managed confidential data, and enhanced accuracy and efficiency in a detail-oriented environment
- Engaged with 75 prospective students on the Unibuddy platform, answering inquiries and sharing insights about the programs
- Provided accurate admissions guidance and personal experiences to help prospective students navigate their application journey

Lecturer

Jul 2019 – Mar 2025

Federal Polytechnic Offa (Education; Kwara, Nigeria)

- Managed and delivered academic programs to 100+ students per semester, leveraging structured planning and iterative feedback to improve student outcomes and project completion rates
- Led cross-functional academic initiatives, coordinating schedules, resources, and timelines to drive the successful execution of student projects and departmental goals
- Conducted applied research on sustainable engineering materials, producing publishable insights and effectively communicating findings to diverse audiences through seminars and documentation

Program Manager

Nov 2017 – Oct 2018

West African Examination Council (Education; Kwara, Nigeria)

- Streamlined manual processes by implementing a data-driven approach, increasing efficiency by 30%
- Resolved complaints from students/schools, achieving a 10% increase in satisfaction and resolution rates

Construction Management Intern

Jun 2015 – Dec 2015

Yolas Consultant (Consultant; Kwara, Nigeria)

- Supported structural design, construction supervision, quality control, and project management across 4+ projects, contributing to 100% on-time delivery and full compliance with safety and quality standards

ADDITIONAL

- **Certifications:** Google Project Management, IBM Product Manager, McKinsey & Company Forward Program, Boston Consulting Group (BCG) Strategy Consulting Virtual Experience Program, PMP (In progress)
- **Collaboration and Tools:** Google G Suite, Microsoft Excel, Primavera, Microsoft Project, Jira, Asana, Visio, Slack, Zoom, Teams
- **Technical Skills:** Python, SQL, R, Advanced Excel, Minitab, Power BI, Cognos, Tableau, Google Analytics, Figma