



Michael Oparau-go

Product Manager | E-commerce Manager

📍 London, UK

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Languages

English (Native)

About

Leadership Impact: Led cross mon Professional Summary Seasoned E-commerce Manager and Digital Marketer with over 6 years of expertise in leveraging e-comm merchant platforms and digital marketing tools to drive sales and enhance company productivity. Proven track record of successful campaign execution, product deployment, and high-end brand relations management. Results-driven professional dedicated to building market presence and optimizing revenue for the organizations I serve. functional team, boosting productivity by 15% and executing key strategies successfully.

BRANDS WORKED WITH

- Access Bank Plc
- Golden Fox Footwear
- Pirate World Wide
- The Rake Magazine

Experience



● Product Manager (Ecommerce & Editorial)

The Rake Magazine | Sep 2022 - Feb 2024

- Spearheaded the migration of an international dropshipping e-comm & editorial website from Magento 2 to Adobe Commerce Cloud, optimizing performance metrics and enhancing user experience.
- Cultivated and maintained relationships with 30+ high-end brands, including Ralph Lauren and Bell & Ross, resulting in a 20% increase in marketing campaign effectiveness and a 25% improvement in order fulfillment efficiency.
- Utilized advanced work management tools (JIRA, Slack, Monday, Confluence) to streamline collaboration with development agencies, contributing to a 15% reduction in project turnaround times.
- Led a cross-functional product team, optimizing technical processes and achieving a 3% increase in customer satisfaction and conversion rates through coordinated improvements in customer service, operations, and marketing.

● Public Relations Officer (Commercial Partnerships)

Pirate World Wide | Jul 2021 - Feb 2022

- Acted as brand representative at seasonal press days to interact with key attending editors.
- Liaised with corporate communications teams for event and product launches.
- Created a global following outside the United States to influence sales and brand recognition.



● Digital Marketing Specialist (Digital Business)

Access Bank Plc | Jun 2020 - Oct 2021

- Executed daily SMS marketing to 1 million customers, optimizing outreach and engagement.
- Orchestrated multi-channel marketing campaigns, including social media, email, SMS, displays, flyers, and app push notifications.
- Managed a monthly digital marketing budget of N27 million, ensuring strategic allocation for optimal results.
- Achieved N5 billion in revenue within the first six months of 2021 through effective digital lending strategies.
- Disbursed over N20 billion in loan value monthly, showcasing strong financial management within the digital lending landscape.

● Ecommerce Manager (Sales and Operations)

Golden Fox Footwear | Jan 2019 - Feb 2020

- Elevated organic traffic and revenue by an impressive 40% within a swift 4-month period through strategic SEO initiatives.
- Produced and curated 10-15 weekly social media posts, concurrently overseeing the Amazon Seller Central store for seamless online man-

agement.

- Achieved a remarkable 45% increase in email sales by leveraging Klaviyo for personalized discount and promotion campaigns.

Education & Training

- **The University of Law Business School**

Master of Science,

2013

- **Arizona State University**

Bachelor of Arts,