SOKARIBA LAWSON

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CAREER SUMMARY

Innovative product leader with a track record of driving end-to-end product lifecycle management, stakeholder collaboration, and user-centric product development. Adept at leading cross-functional teams, optimizing product functionality, and driving adoption using agile methodologies. Passionate about creating impactful digital experiences that scale globally.

SKILLS AND TOOLS

Tools: Figma, JIRA, Trello, Google Suite, Miro, FigJam, Whimsical, Linear, Pumble, Slack, Notion
Relevant Skills:

Agile and SCRUM Methodologies	SaaS & B2B Product Management	Product Strategy & Roadmap Development
Stakeholder Management	Software Development Life Cycle	Cross-Functional Team Leadership
User Research	Data-Driven Decision-Making	Growth & Go-to-Market Strategies

Technical Skills: API Integrations, Automation, Data Analytics, Usability Testing, Operational Systems

PROFESSIONAL EXPERIENCE

Lana Healthcare, Remote
Product Manager | 2024 - Present

- Led the development and optimization of a healthcare product (MVP) that streamlined healthcare services, enhancing user experience and enhancing 100% timeline adherence.
- Executed a product vision and strategy by working closely with engineers, designers, and key stakeholders.
- Managed API integrations with third-party vendors, completing the project 2 weeks ahead of schedule, increasing platform functionality by 15%, and improving user engagement metrics by 10%.
- Conducted 20+ customer interviews and market research, translating user pain points into actionable product features.
- Established an Agile framework (daily stand-ups) that reduced communication gaps, ensuring smoother MVP delivery and cross-functional collaboration.

Accave, Ebonyi, NG
Product Manager | 2024
Associate Product Manager | 2023 - 2024

- Promoted within 10 months due to exceptional performance and business impact.
- Increased product adoption by 30%, revenue by 3X, and Net Promoter Score (NPS) by 7%.
- Spearheaded a customer-focused pricing structure overhaul, leading to a significant revenue boost.
- Partnered with stakeholders to develop and execute go-to-market strategies, increasing product visibility and market penetration, driving a +1000% user download increase (500 to 10,000) within 3 months.
- Coached two interns, improving community management processes and achieving a 25% conversion from WhatsApp to the app.
- Managed the product roadmap for a SaaS platform, driving customer growth by 25% through strategic feature development.
- Conducted user interviews and market research to identify pain points, leading to improved UX and customer satisfaction.

Hotels.ng Internship (Remote)
Product Manager | 2022 – 2023

- Researched and developed requirement documents and user stories, supporting the successful development of the StarFinder app improving product launch readiness by 25%.
- Assisted in defining product priorities by balancing user needs, business objectives, and available resources.
- Worked closely with engineers and designers to enhance platform usability and feature set.

EDUCATION

Nnamdi Azikiwe University, Anambra, NG

Bachelor in Science   2016-2020

REFERENCE

Upon request

KEY ACHIEVEMENTS

- Spearheaded the development of innovative healthcare and educational products, improving adoption and engagement rates.
- Successfully launched scalable digital solutions, achieving significant revenue growth and customer satisfaction.
- Mentored team members, enhancing talent development and optimizing team efficiency.
- Developed operational workflows and automation that improved efficiency as teams scale.

CERTIFICATION

- **SCRUM Fundamentals** - SCRUMstudy   **View**
- **Product Management Blueprint** - ProductDive   **View**
- **Product Management** - EntryLevel   **View**
- **Google Project Management** - Coursera   **View**
- **Business Development and B2B Sales for StartUps** - Udemy   **View**
- **Jobberman Soft Skills** - Jobberman   **View**
- **Growth Marketing** - EntryLevel   **View**