Precious Aleaji

Product | Growth | Digital Transformation

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Linkedin | Github | Website

PROFESSIONAL EXPERIENCE

EvolveDigital, Lagos— *Founder*

January 2020 - PRESENT

- Developed and delivered Victorious Life App for Victory Sanctuary SDA in 6 months working closely with the technical team to understand organizational needs while managing a team of 3 developers

Skills: Product Ownership, Project Management, Google Play Console

- Built the first iteration of Stylebitt, an enterprise resource management application for fashion companies, and sold it to Ngolongolo Couture, Wapa Apparel, and FiDi

Skills: Android Development, Kotlin Programming, XML, Product Design, Sales

- Grew revenue for 5 clients by ~50% YoY by delivering e-commerce websites and effective digital marketing strategies

Skills: WordPress, Woocommerce, Multiple plugins, HTML, CSS, Marketing, Strategy, Analytics, Negotiation

Ngolongolo Couture, Lagos —*Technology Lead*

October 2020 - December 2021

Ngolongolo couture is a leading fashion company in Lagos that serves a client base of the city's HNWIs, policymakers, and big business owners

- Grew company revenue and brand recognition by 13% YoY by managing entire digital marketing budget

- Designed and developed company website including web design, layout, and brand strategy using WordPress and Woocommerce

- Created order tracking algorithm that cut the average time spent finding a ready order from 6 minutes to 45 seconds, increasing customer satisfaction and freeing man hours in the process

- Developed design manual and production process map to streamline business possess and eliminate confusion

- Co-led the launch of several collections to grow revenue and attract new clients and repeat purchase from existing customer

Skills: Marketing, Process Design, Critical Thinking & Problem Solving

Passion Project: 31 Days of Kotlin Community

Volunteering: Nexford Peer Mentoring Program

EDUCATION

Nexford University
Washington, DC — *BBA in Digital Transformation*

May 2022

Perfect CGPA of 4.0/4.0

Recognition and Awards

Learner of the Year, 2021

Most Outstanding Peer Mentor

Representative in IACBE Business Case Competition, 2022

Google Africa Developer Scholarship, 2020

Associate Android Developer Track by Google (6 months)

JetBrains Academy

Kotlin Basics

Relevant Certifications

Google Digital Marketing Certification

IBM Enterprise Design Thinking

IBM Agile Methodology

IBM Git

TECHNOLOGY STACK & LANGUAGES

Android, Kotlin, XML & English

Portfolio: https://aleaji.xyz