

Oriyomi Bilewomo, Growth Marketing Manager

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Profile

Data-driven Growth Marketing Manager with 8+ years' experience scaling **B2B SaaS** and fintech products across Africa, North America, and Europe. Proven track record in **user acquisition, retention, and revenue growth**, with expertise in **Product-Led Growth (PLG)**, **data analytics**, and **cross-functional leadership**. Adept at running rapid growth experiments, leveraging automation, and fostering partnerships that unlock new markets. Skilled at aligning product, sales, and marketing to deliver measurable business outcomes in fast-paced, high-growth environments.

Core Competencies

Growth & Experimentation: User Acquisition | Retention Strategies | PLG Funnel Optimization | Conversion Rate Optimization | A/B Testing | Community Building
Product Marketing & Management: Go-to-Market (GTM) | Product Positioning | Competitive Analysis | Lifecycle Management | ICE Prioritization Framework
Analytics & Tools: Google Analytics | Mixpanel | Microsoft Clarity | Power BI | Customer.io | HubSpot | SmartLeads | n8n Automation | Wrike | Notion | Confluence | Jira
Partnerships & Market Expansion: Strategic Alliances | B2B Relationship Management | Multi-Market Entry | Local Licensing Partnerships
Leadership & Collaboration: Cross-Functional Team Management | Mentoring | Stakeholder Alignment | Storytelling for Growth

Employment History

May 2021 - Jan 2026

Africhange Technologies Ltd — Remote

Head of Business & Partnership | Jan 2025 – Jan 2026 (AF Business)

- Drove **multi-market expansion** by securing partnerships in **7 African countries** and with **traditional banks in Nigeria**, increasing overall company volume by **50%** in one year.
- **Scaled Africhange Business** to CAD \$10M in transaction volume and **onboarded 200+ businesses** in its first year, with **MoM churn <20%** through active account management and targeted retention strategies.
- Managed and mentored a **cross-functional team of 10** across marketing, sales, product, support, and compliance.
- Automated acquisition and retention workflows using **HubSpot, SmartLeads, and n8n AI agents**.

Growth Marketing Manager | May 2021 – Jan 2025 (Nairaex Crypto exchange)

- Owned full-funnel growth for Nairaex: doubled YoY trading volume, grew **users to 250K+, lifted average transaction value 25%**
- **Built a 2,000+ member Telegram** community in 3 months, using Twitter Spaces and expert AMAs to drive engagement
- Ran A/B tests on acquisition funnels, lifting lead conversion **50%; used ICE-scored feedback** to prioritize the roadmap with engineering

September 2019 - January 2021

Pulse Africa, Senior Account Manager

Lagos

- Drove a **280% increase in Dettol's digital asset engagement** by implementing tailored brand strategies.
- Oversaw IO Furniture's e-commerce site development, improving online sales and customer experience.
- Cultivated strong relationships with major brands like Maggi, FCMB, and Jameson, delivering successful campaigns and fostering long-term partnerships.
- Mentored junior account managers, enhancing team capability and performance..

July 2017 - August 2019

Webcoupers, Brand Strategist

Lagos

- Managed accounts for leading brands such as Mouka and FCMB, delivering effective strategies and campaigns.
- Achieved a **100% client retention rate** by building strong relationships and exceeding expectations.
- Secured long-term client contracts, contributing to consistent revenue growth.

Education

September 2016 - February 2017

Integrated Brand Experience, Orange Academy

Lagos

August 2010 - July 2014

BSc. Psychology, Covenant University

Sango-Ota

Additional Highlights

Community Growth: Built digital communities from zero to thousands of active members, leveraging network effects for acquisition.

Technical Collaboration: Worked closely with engineering teams to integrate APIs, automate workflows, and improve PLG metrics.

Market Expansion: Facilitated licensing and market entry strategies for cross-border fintech operations.

