

MOSES OYEBAMIJI

Product Manager | AI Automation Specialist | Ecommerce and Growth

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PROFESSIONAL SUMMARY

Product Manager and digital marketer with 11 years of experience across product marketing, ecommerce operations and AI driven business automation. Generated over 50,000 leads and 12,000 sales across ventures and client accounts, and conduct direct customer research that informs product decisions and drives revenue growth. Certified by Anthropic in Claude Code and formally trained in LLM engineering, RAG and agent design, with proven delivery of multi agent automation systems in live commercial use. Experienced leading cross functional teams and building ecommerce systems end to end, from sourcing and payments through to reporting and reconciliation.

CORE SKILLS

Product and Marketing: Product Management, Product Marketing, Go to Market Strategy, Product Roadmaps, Growth Strategy, Lead Generation, Demand Generation, Multichannel Marketing, Customer Lifecycle Management, Market Research, Competitive Analysis, SEO, Email Marketing, Conversion Rate Optimisation

Ecommerce and Operations: Ecommerce Management, Category Management, Product Sourcing, Pricing Strategy, Inventory Management, Order Fulfilment, Supply Chain and Freight, Vendor and Supplier Negotiation

AI and Automation: Claude Code, Prompt Engineering, AI Agent Orchestration, Multi Agent Workflow Design, LLM Engineering, Retrieval Augmented Generation, AI Content Pipeline Automation, Workflow Automation

Technical: Python, REST API Integration, Payment Gateway Integration, WordPress, WooCommerce, Divi, Meta Pixel, TikTok Pixel, Conversions API, Google Analytics, Meta Ads Manager, TikTok Ads Manager

Leadership: Team Leadership, Coaching and Mentoring, Cross Functional Collaboration, Stakeholder Management, KPI Definition and Reporting

PROFESSIONAL EXPERIENCE

Managing Partner

Civani | Lagos, Nigeria | 2026 - Present

- Lead a curated anti counterfeit ecommerce business sourcing authentic products directly from original manufacturers for the Nigerian market.
- Own the full commercial system covering product sourcing and importation, catalogue and pricing, checkout, payment capture and nationwide delivery.
- Integrated payment gateway processing for card, bank transfer and mobile payment flows, and implemented server side conversion tracking so revenue events reconcile against recorded transactions.
- Built order management and profit and loss reporting in Python against live transaction data, defining how each order status is accounted for from checkout through settlement.
- Manage supplier relationships across sourcing and freight in China and a nationwide delivery partner network.

Managing Partner

Cowebb Digital Service | Lagos, Nigeria | Feb 2020 - Present

- Generated over 50,000 leads and more than 12,000 sales through targeted email and multichannel campaigns leveraged for upselling and downselling.
- Integrated AI tools including Claude Code into marketing operations, automating content generation, ad copywriting and product description pipelines to reduce production time and increase output quality at scale.
- Engineered and deployed multi agent AI systems handling SEO content production, landing page creation and campaign copy, enabling leaner operations at significantly higher throughput.
- Applied advanced prompt engineering to produce high converting copy and landing pages that improved conversion rates across digital channels.
- Lead a team optimising campaigns and channels to increase customer acquisition and marketing efficiency, setting KPIs that were consistently surpassed by an average of 15 percent.
- Applied market research to build customer lifecycle models informing targeting across the customer journey.

WordPress Website Developer

Upwork | Freelance | Feb 2018 - 2022

- Delivered complete setup and configuration of client websites on WordPress, translating client requirements into site structure, page layouts and plugin configuration.
- Diagnosed and resolved administrative errors and executed partial and full rebranding projects across multiple industries.
- Delivered over \$100,000 in client revenue through the platform.

Forwarding Agent

Import For You Procurement Service | Lagos, Nigeria | May 2018 - Jul 2020

- Served as sales officer for customers and leads, managing end to end client communication and shipment coordination.
- Researched rates, routings and transport modes to identify the most efficient and cost effective shipping options.
- Collaborated with sourcing agents on Taobao and 1688.com to procure international products on behalf of clients.
- Verified payment before releasing freight to consignees, operating a financial control step in the fulfilment process.

Store Manager

Jumia Nigeria | Lagos, Nigeria | Feb 2018 - Jun 2020

- Managed an active storefront on Jumia.com.ng, generating over 10,000 sales.
- Operated as a contractor with Jumia Express to accelerate shipment and order fulfilment.
- Coordinated purchasing including purchase order processing, delivery arrangement, expediting and record maintenance.

Freelance Web Developer and Copywriter

Fiverr | Freelance | May 2015 - May 2018

- Built responsive websites and produced high converting sales copy, product descriptions and marketing content for an international client base.
- Delivered over \$60,000 in client revenue, maintaining a 5.0 rating across 61 client reviews.

EDUCATION

Bachelor of Science, Psychology | Obafemi Awolowo University, Ile Ife, Nigeria | 2025

CERTIFICATIONS

Certificate of Completion, Claude Code 101 | Anthropic | Sep 2026 | Credential ID epvqxpp8awim

AI Engineer Core Track: LLM Engineering, RAG, QLoRA, Agents | Udemy | Aug 2026 | Credential ID UC-0fa02254-fc52-4814-a130-3af78b58c22f

Certificate of Completion, Claude 101 | Anthropic | Jun 2026 | Credential ID vipjggpvd6vd

Google Digital Skills for Africa | Google • **Organising Committee, Hult Prize** | Obafemi Awolowo University | 2019

AWARDS AND RECOGNITION

Best Delegation Award, Best Diplomats Dubai (2022) • Thought Leadership Award, Department of Business Administration, Obafemi Awolowo University (2025) • Tech Enthusiast of the Year, Obafemi Awolowo University (2025) • Impact Award, Great Ife Students Union (2025) • Exco of the Year (2024) • Meritorious Service Award (2024) • Recipient of 25 additional campus, departmental and industry recognitions.