Adedayo Ayegbusi

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SUMMARY

Certified Product Owner with over 5 years of experience leading cross-functional teams in delivering end-to-end technology solutions. Proven expertise in Agile methodologies, requirements documentation, backlog management, and driving business alignment to ensure high-quality product releases.

EXPERIENCE

Technology Product Owner

Fidelity Investments   **September 2022 – Present, Jersey City, NJ**

- Spearheaded the development of strategic product roadmaps, prioritizing backlog requirements and collaborating with developers to ensure alignment with business objectives, improving wellness program engagement by 25%.
- Created and maintained interactive dashboards using Tableau to track program KPIs, reducing manual reporting time by 30% and enabling real-time decision-making.
- Directed cross-functional teams in the design and deployment of a compliance-driven file-sharing prototype using Microsoft PowerApps and SharePoint, achieving a 50% improvement in operational efficiency.
- Partnered with senior stakeholders to shape product vision, documented EPICs, features, and user stories, and facilitated User Acceptance Testing (UAT) to ensure delivery met client needs.

Solutions Analyst

Vitech Systems Group   **August 2021 – July 2022, New York, NY**

- Used SQL to query databases and analyze metrics like feature engagement and customer feedback, identifying trends that optimized resource allocation efficiency by 25%—aligning with KPI-focused program goal.
- Managed detailed project documentation and reporting to ensure clarity and transparency for all internal stakeholders.
- Led cross-functional teams in agile workflows, utilizing JIRA to optimize root cause analysis processes, achieving a 35% improvement in resolution efficiency.
- Delivered complex analytics using Tableau and Excel, supporting business intelligence initiatives and enabling roadmap alignment with strategic goals.

Ecommerce Manager/Founder

LucidTailgate   **September 2018 – September 2020, Frederick, MD**

- Designed and implemented data-driven A/B testing frameworks, increasing conversion rates by 20% and average order value by 4%, showcasing a customer-centric, analytical approach to improving program performance.
- Spearheaded comprehensive e-commerce growth strategies through advanced SEO optimization, targeted email marketing campaigns, and engaging social media content, resulting in a 150% increase in organic site traffic and a 70% boost in sales within six months.
- Utilized advanced analytics tools like Google Analytics to measure campaign performance, iterating on strategies to maximize ROI.
- Conducted market research to identify high-impact keywords and audience segments, leading to the creation of targeted SEO strategies that enhanced visibility and increased search engine rankings.

EDUCATION

Bachelor of Science in Mechanical Engineering

Rutgers University · New Brunswick, NJ · 2021

CERTIFICATIONS

Registered Product Owner

Scrum Inc, 2024

Certified Cloud Practitioner

AWS · 2024

SKILLS

- **Business Analysis:** Requirements Gathering, EPIC and Feature Documentation, Acceptance Criteria, User Stories, Stakeholder Management, Confluence, Agile Sprint Planning, Process Flows
- **Quality Assurance:** Test Planning, UAT Coordination, QA Activities, Issue Resolution
- **Tools:** Jira, Confluence, Tableau, SQL, API Optimization, PowerApps, SharePoint
- **Project Leadership:** Backlog Management, Scrum, Cross-Functional Collaboration