EMELIKE ADAEZE

Emelikepatience961@gmail.com || 2348116626408 || Linkedin

PROFESSIONAL SUMMARY

Strategy-oriented with experience conducting market research, competitive analysis, user research, and business strategy for startups and digital products. Skilled at translating research findings into strategic recommendations, identifying growth opportunities, and supporting data-driven decision-making. Experienced collaborating with cross-functional teams to solve business problems through analytical thinking, structured research, and customer insights. Strong foundation in business analysis backed by an Accounting degree, with ICAN Skills Level examination scheduled for November 2026.

CORE COMPETENCIES

- Corporate Strategy
- Strategic Planning Support
- Market Research
- Communication
- Competitive Analysis
- Customer Research
- Strategic Reporting
- Problem Solving
- Business Process Improvement
- Cross-functional Collaboration

AMAC MICROFINANCE BANK– OCTOBER 2022 - NOVEMBER 2024
Teller, Customer Service Officer

- Analyzed daily transaction records to ensure accuracy, compliance with banking policies, and adherence to regulatory requirements..
- Prepared operational reports using Microsoft Excel to support performance monitoring and decision-making..
- Maintained accurate documentation that supported internal audits, compliance reviews, and regulatory reporting.
- Investigated and escalated transaction irregularities, contributing to effective risk management and issue resolution.
- Delivered customer service by resolving account-related inquiries and providing banking solutions while maintaining high service standards.
- Collaborated with colleagues across operations to ensure efficient transaction processing and consistent service delivery.

Freelance Product Designer & Product Strategy Consultant – 2025 – Present

Partner with founders and startups to develop customer-centered digital products while supporting strategic business decisions through research and market analysis.

- Conducted market research and competitor analysis to identify customer needs and growth opportunities.
- Evaluated business models and user feedback to inform strategic product decisions.
- Developed research reports and recommendations that improved product positioning and customer engagement.
- Collaborated with founders to align product direction with business objectives.
- Designed user experiences that balanced customer needs with business goals.

PR & Marketing Volunteer – April 2024 – October 2024

OPPIA

- Conducted qualitative and quantitative user research.
- Performed competitor analysis to identify market opportunities.
- Translated research findings into product recommendations.
- Participated in product strategy discussions with cross-functional teams.

UX Design & Research Intern – May 2024 – October 2024

Sales unit

- Conducted qualitative and quantitative user research to identify customer needs and product opportunities.
- Performed competitor analysis to evaluate market positioning and identify strategic differentiation opportunities.
- Analyzed research findings and translated insights into product recommendations for stakeholders.
- Created user personas, customer journey maps, and user flows to support strategic product decisions.

TECHNICAL SKILLS

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Google Workspace
- Claude AI
- Cursor AI

Education

Alex-Ekwueme Federal University, Ndufu Alike, Ikwo Ebonyi state
— *Accounting* 2017-2021

CERTIFICATIONS

ICAN Skills Level (Scheduled – November 2026)