

JENNIFER OHAERI-EHIEM

PRODUCT MARKETING • AI • SAAS • TECHNOLOGY

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PROFESSIONAL SUMMARY

Product marketing manager with experience across customer operations, content strategy, market and audience research, and product-focused marketing. Experienced in translating research and product information into clear content, value propositions, customer communications, and marketing strategies. Background spans startups, digital agencies, and professional services, with a growing focus on AI, SaaS, technology, and product-led businesses. Has a strong interest in the intersection of technology, business, and product marketing.

CORE COMPETENCIES

Product Marketing (Product Positioning • Messaging • Go-to-Market Strategy • Product Adoption • Customer Research • Market Research • Competitive Research) **Marketing & Growth** (Content Strategy • Content Marketing • Email & Lifecycle Marketing • SEO Research • Customer Retention • Brand Messaging) **Product & Business** (Product Research • User Experience • Stakeholder Communication • Team Leadership • Workflow Optimization) **Tools** (AI Tools • Canva • Notion • Slack • Google Workspace • Microsoft Office Suite)

PROFESSIONAL EXPERIENCE

CUSTOMER SUPPORT & RETENTION | AI Advantage LLC

Contract | Remote | August 2025 – Present

- Manage high-volume customer support and retention communications across customer touchpoints while maintaining service quality.
- Support community moderation and contribute to a positive customer experience.
- Develop direct exposure to customer questions, needs, objections, and product-related issues through ongoing customer interactions.

COMMUNITY & MARKETING MANAGER | Edventures

Internship | Remote | July 2025 – January 2026

- Conducted SEO and audience research to identify content opportunities for early-stage founders.

- Produced educational content designed to support product adoption and user engagement.
- Developed lightweight content strategies aligned with organizational objectives.
- Collaborated with product stakeholders to communicate product features and value propositions clearly.
- Supported community and marketing activities focused on audience engagement and product communication.

CONTENT MANAGER | Wordings Digital Agency Ltd

Part-time | Remote | April 2025 – August 2025

- Managed and coordinated a team of five writers, overseeing content planning and delivery.
- Pioneered and implemented a content management system to standardize workflows and improve collaboration.
- Achieved a 50% increase in project turnaround speed and content quality while reducing overhead costs.

CONTENT MANAGEMENT SPECIALIST | Dunya Consulting Services

Part-time | Remote | December 2024 – February 2025

- Curated and managed content across LinkedIn, Instagram, and Substack.
- Created 40+ content pieces across multiple platforms using Canva and other digital tools.
- Implemented a content strategy that contributed to a 300%+ increase in visibility, with LinkedIn reaching 690 impressions and Instagram recording 600+ views and 50+ profile visits.

EMAIL MARKETING SPECIALIST | VendAby

Part-time | Remote | November 2024 – March 2026

- Created and managed lifecycle email sequences including onboarding, product updates, and customer communications.
- Contributed to lifecycle communication strategies designed to improve customer experience.
- Developed customer-facing messaging across different stages of the user journey.

CONTENT WRITER | Wordings Digital Agency Ltd

Internship | Remote | November 2024 – April 2025

- Created 20+ SEO-optimized blog posts, newsletters, and social media content.
- Adapted messaging and content to different brand voices and client needs.

CONTENT STRATEGIST | JI Global Consultancy

Part-time | Remote | September 2024 – March 2025

- Created and led content strategies for LinkedIn and Instagram to build brand awareness.
- Managed a four-person content team, introducing a workflow to improve clarity, accountability, and output.
- Wrote 20+ strategic social media posts and oversaw end-to-end production and distribution.

CONTENT CREATION & DIGITAL MARKETING, EXTERN | Extern

Internship | Remote | July 2024 – August 2024

- Conducted keyword research using SEO tools to identify content opportunities.
- Analyzed search intent and categorized keywords to support content planning.
- Produced SEO-optimized content using AI-assisted content tools.

REMOTE EXTERN NATIONAL RESEARCH GROUP (NRG) | Extern

Internship | Remote | May 2024 – June 2024

- Researched policy influencers and their impact on industry guidelines.
- Identified and profiled key stakeholders relevant to organizational priorities.
- Compiled research findings and presented insights to support strategic decision-making.

EDUCATION

Bachelor of Laws (LL.B) – Koladaisi University, Ibadan

2021 – Present (Expected Graduation: 2026)

CERTIFICATIONS

Content Optimization Certification (Surfer) • User Experience Design Fundamentals (IBM SkillsBuild) • Content Marketing (HubSpot Academy) • Introduction to Design Thinking (Dunin-Deshpande Innovation Centre)

PROFESSIONAL INTERESTS

Product Marketing • AI • SaaS • Technology • Startups • Business Strategy • Product Development • Corporate & Technology Law