

Contact

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(Personal)

Top Skills

Online Advertising

Digital Strategy

Digital Marketing

Languages

Afrikaans (Professional Working)

English (Full Professional)

James Lawrence

ROAM Jobs - Head of Product.

Cape Town Area, South Africa

Summary

Currently; Jobs Product Manager at Ringier One Africa Media, Cape Town, South Africa

Product Manager for BrighterMonday.com & Jobberman.com

Developer wrangling • Sprint Planning • Ticket creating • Business innovating • User focused • CEO dealing • Delivery driven → Product Manager

I aim to be a highly motivated, happiness focused individual - looking to gain experience and knowledge in all areas of life and work. I strive to be a conscientious, driven and a extremely focused on creating solutions!

If its not a challenge, its not worth the effort!

Core competencies

People orientated • Team motivator • Strong communicator • Project management • Time & Planning management • Account & Business management • Solution driven • Reliable • Delegating and resource management • Willingness to learn and up skill myself

An opportunity not taken, is an opportunity lost.

Experience

ROAM (Ringier One Africa Media)

Head of Product

March 2016 - Present

Cape Town Area, South Africa

Head of Product for the Jobs Vertical of ROAM (www.roam.africa)

We operate the largest jobs marketplaces in East and West Africa.

- Our brands in West Africa - Nigeria and Ghana (www.jobberman.ng, www.jobberman.com.gh).
- Our brands in East Africa - BrighterMonday Kenya, Tanzania & Uganda (www.brighermonday.co.ke, www.brightermonday.co.tz, www.brighermonday.co.ug).
- Our Pan-African Executive Recruitment company The African Talent Company (www.tatcafrica.com)

Summary of my role below:

Product Strategising • Developer wrangling • Sprint Planning • Ticket creating
• Business innovating • Customer focus • User centric • Delivery driven ->
Product Management

Organizational Duties:

- Communicate the high-level market vision to development and implementation teams
- Manage and master an efficient and effective cooperation between central IT and the local CEOs
- Maintain professional and technical knowledge through educational workshops, publications or networks, and carry this knowledge into the organisation
- Champion and lead the Product Vision and Strategy
- Ensure communication of product releases

Functional Duties:

- Establish product success targets including ROI before implementation, and lead the delta analysis after go-live
- Translate product strategy into detailed requirements and specification documents
- Drive the product development process: Closely liaise with markets, generate product development requirements, determine specifications to establish the best solutions
- Perform regular user, market and competitive product research
- Manage the vertical development team through agile methodologies like Scrum and Kanban

- End-to-end ownership and execution on development projects
- Consult CEOs on local operational requirements for successful launch
- Determine product pricing by utilizing market research data, review costs, and anticipating order volume
- Lead, prioritize and manage the product development roadmap

Bad Weather

Business Manager

March 2014 - March 2016 (2 years 1 month)

Cape Town

As the Business Manager I am responsible for the development of ongoing business relationships as well as new business relationships from the prospect stage through to existing client management.

I perform in the area of strategic consulting. This including business planning & sales strategy development. I am also responsible for all forms of marketing and social brand development.

Urbian

Digital Account Manager

October 2013 - March 2014 (6 months)

- Taking and creating briefs that are clear and thorough for the client and studio
- Create cost estimates and quotes
- Get projects signed off with decent lead times
- Processing Invoices and ensuring client is aware of project and payment terms
- Assist in ensuring that clients sign-off on all major approval milestones
- Team and project management
- Check work against brief before all major client viewings
- Ensure that KPIs are requested before a project has started and report on these on go live
- Lead the clients on approvals to ensure we stay on track with KPIs

Hero Strategic Marketing

Account Manager

March 2012 - October 2013 (1 year 8 months)

- Management of various accounts (Client facing)
- Management of sales goal/target

- Troubleshooting of digital based projects
- Project managing jobs/elements from start to finish
- Management of creative process through briefings and reviews
- Leading and assisting with strategic planning and concepts
- Team leading
- Timing and budgeting plans
- Managing of work flow through relevant channels and software

Education

University of South Africa/Universiteit van Suid-Afrika

Bachelor of Business Administration (BBA), Marketing/Marketing Management,
General · (2008 - 2012)

CBC St Johns Parklands

Grade 12 / Matric · (2006 - 2007)

Parklands College

· (2002 - 2006)