

Prosper C. Ubi – Product | Growth | Analytics

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Professional Summary

Growth-focused Product Manager with 5+ years scaling fintech and e-commerce startups. Co-founded a crypto payment gateway that secured \$1.1M funding and grew TPV to \$1.5M in 4 months. Expert in product analytics, GTM strategy, and user retention—delivering up to 25% MoM GMV increases.

Work Experience

Product Manager (Contract) – Reechly – Austria, September 2025 – November 2025

- Defined product vision and roadmap for a new creator-focused platform, aligning feature priorities with market research and user feedback.
- Collaborated with engineering and design teams to develop and ship the MVP with core features in 4 weeks using rapid prototyping.
- Streamlined creator onboarding and verification processes, reducing friction by 65% and accelerating signup conversions.
- Executed growth initiatives that resulted in a 3x increase in creator sign-ups during the product launch.

Product Manager (Contract) – Giftyn – Austria, August 2025 – October 2025

- Developed and executed the product roadmap for a new digital gifting platform, leveraging user research and market analysis to prioritize features.
- Collaborated with cross-functional teams to deliver an MVP and conduct early user testing for rapid feedback.
- Streamlined gift coordination workflows, reducing coordination time by 75% and improving efficiency for users.

- Improved user experience and personalization features, achieving a 92% recipient satisfaction rate.
- Launched retention and loyalty initiatives that drove a 40% increase in repeat gifting transactions.

Product Risk Analyst (Contract) – Top One Futures – United States, May 2025 – Present

- Monitored over 1,200 live and challenge trading accounts, identifying and flagging prohibited strategies such as Martingale, HFT, and EA usage with 99% detection accuracy.
- Performed profitability, drawdown, and exposure analyses to guide payout approvals and account tier upgrades, reducing high-risk payouts by 30%.
- Utilized advanced Excel models for trade data analysis, improving anomaly detection speed by 45% and ensuring data integrity across multiple trading cohorts.
- Partnered with risk and compliance teams to refine policy enforcement, enhancing trading policy adherence by 20%.

Product Growth Analyst – Binnox Global – United States, January 2024 – December 2024

- Analyzed customer usage data to identify behavioral patterns and forecast future growth opportunities.
- Deployed analytics tools to help partner restaurants manage orders more efficiently and optimize their operations.
- Optimized order fulfillment processes, achieving a 60x increase in processing speed.
- Established partnerships with over 150 restaurants to expand platform offerings and drive growth.
- Conducted A/B testing across multiple digital channels to improve user engagement and increase conversion rates.
- Enhanced checkout flow, resulting in a 22% reduction in drop-off rates.
- Developed and implemented customer acquisition and retention strategies, resulting in a 25% month-over-month increase in GMV.

- Launched data-driven loyalty and retention programs that increased customer lifetime value.
- Spearheaded a loyalty initiative that improved customer retention by 15% within seven months of implementation.
- Collaborated with customer service teams to gather insights, enhancing user satisfaction and product experience.
- Streamlined internal data collection workflows, improving the accuracy and reliability of growth forecasts.
- Utilized data visualization tools to communicate key insights and performance metrics to stakeholders.
- Produced performance dashboards and reports tracking KPIs such as traffic sources, conversion funnels, and social media engagement to guide strategic decision-making.

Product Owner – Ife (B2C Gifting Platform) – Nigeria, January 2023 – November 2023

- Designed core product architecture and roadmap for a b2c informal gifting platform.
- Led development of gifts redemption in crypto with staking opportunities.
- Achieved 4x user growth in 6 months by integrating data-driven gifting suggestions.
- Implemented a redemption engine allowing fiat, crypto, or kind-based gift withdrawals.
- Onboarded over 10,000 users in the beta phase, validating early adoption.
- Maintained a 95% transaction success rate through robust payment and gift processing infrastructure.
- Achieved an average gift value of \$45 by optimizing pricing and gift offerings.

Co-Founder | Chief Business Officer (CBO) – Lazerpay Finance – United States, August 2021 – December 2023

- Designed and implemented core business strategies across sales, marketing, partnerships, growth, and finance.

- Directed successful fundraising efforts, securing over \$1.1M in venture capital and angel investments.
- Oversaw end-to-end business operations including budgeting, forecasting, and stakeholder financial reporting.
- Spearheaded strategic partnerships with fintech leaders such as Risevest, PayDay, and StakeFair, contributing to over \$1.5M TPV within four months post-beta launch.
- Leveraged performance analytics to improve operational efficiency by 10% across departments.
- Led the implementation of a customer relationship management (CRM) system, boosting client retention by 22%.
- Collaborated with product teams to deliver market-ready solutions, achieving a 95% customer satisfaction rate.
- Championed policy and strategy decisions that enhanced organizational performance and revenue growth.
- Represented Lazerpay at major fintech conferences, elevating the brand as a sector thought leader.
- Fostered a high-performance company culture focused on growth, innovation, and execution.

Chief Marketing Officer (CMO) – Ubique Media – Nigeria & United States, May 2019 – July 2021

- Directed a successful 9-year strategic partnership with Nnamdi Azikiwe University, launching and operating an on-campus lamppost advertising venture.
- Instituted robust data analytics frameworks to measure campaign effectiveness, enabling continuous optimization and data-driven decision-making.
- Negotiated high-value contracts with media outlets and advertising agencies, securing favorable terms and maximizing brand visibility.
- Launched and scaled the procurement arm of the company, closing deals with international brands such as WAAW Foundation and Elephant Healthcare.

Education

Bachelor of Science (BSc) in Applied Geophysics, Nnamdi Azikiwe University, Nigeria – 2019

Master of Science (MSc) in Applied Geo Informatics, Paris Lodron University of Salzburg, Austria – 2025-2027

Skills

- **Product & Growth:** Product Lifecycle, A/B Testing, Growth Hacking, Retention
- **Data & Tools:** Excel, Power BI, Reporting, User Research, Hotjar, Miro, Trello, Mixpanel, Optimizely
- **Strategy & Leadership:** Stakeholder Management, Risk Analysis, Agile/Scrum

Certifications

Product Management, Product Analytics, Growth Hacking (Navdeep Yadav – Udemy)

Languages

- English (Fluent)

References available upon request.