

Dayo Samuel, MSc

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Personal Statement

A self-motivated leader in driving product growth and transforming digital experiences through data-informed strategies. A big strength lies in communicating complex technical problems to a wide range of audiences. With an MSc in Data Science and over five years of industry expertise, with focus in Product Growth, Conversion Rate Optimization (CRO), Experimentation programs, Predictive modeling and Digital experience transformation. My strong analytical mindset, coupled with a deep understanding of research, design, development and testing empowers me to craft solutions that not only meet but exceed customer expectations.

I am driven by a genuine passion for utilizing data, fast decision-making processes to guide product development. My enthusiasm for problem-solving, attention to detail, and adeptness at conveying intricate data to cross-functional teams make me a valuable asset to any organization. I am eager to leverage my skills and knowledge to create a significant impact in product growth and development, enhancing customer and digital experiences through innovative solutions.

Experience

Advanced eClinical Training(ACT), Full Time - DEC 2022 - PRESENT - *Product Manager - Digital and Usability*

- **I lead the Digital strategy and roadmap, managing ACT's wordpress ecosystem and tech stack.**
 - Evaluating opportunities, gathering requirements using notion, and refining the Digital product roadmap through customer insights. I collaborate with cross-functional teams to enhance new website features, transform digital experience, and improve customer engagement through **online surveys** with customers and **user testing**
 - I optimize sprint planning with **ClickUp** and facilitate conversion research for effective decision-making.
 - Ensuring compliance and scalability, I coordinate **Google Analytics 4** transition, **Hotjar** analytics implementation, new pages launch and contribute to our direct-to-consumer goals. Aligning digital initiatives with brand objectives, driving innovation and success for the organization.
 - Managing agile teams, ensuring consistent and weekly communication with stakeholders presenting updates via **google suite**, daily communication with team members through **GoogleMeet, Slack**.

Skills : Analytical | Problem-solving | Teamwork | Conversion Research | Digital Transformation

Tools : Google Analytics 4 | Google Tag Manager | Hotjar | Notion | ClickUp | UserTesting | Sheets | Slides.

Naimuri, Salford, Greater Manchester – JUNE 2023 - OCT 2023 - *ML Research Scientist - Assurance Techniques and Tools*

- **Conducted a comprehensive evaluation of AI/ML assurance tools, focused on their applicability and performance within Java and JavaScript frameworks**
 - Actively executed model experimentation using **WEKA**, **XGboost**, and **H2O** libraries on **Visual Studio Code**, and **RapidMiner** and optimized and validated the trustworthiness and efficiency of AI/ML models built within Java Frameworks.
 - Collaborated with senior stakeholders, provided regular updates and insights. Guided strategic decisions regarding tool adoption and AI/ML product enhancements
 - Identified shortcomings in Java and JavaScript-centric AI/ML models and proposed a novel tool development to address these gaps and enhance AI/ML decision-making models.

UoS, United Kingdom, Full Time – SEPT 2022 - SEPT 2023 – *MSc Data Science - Decision Scientist*

- **Developed and implemented a real-time predictive system for online shopper intent on an e-commerce website using Databricks and Python programming language.**
 - Utilized data on page visits, user sessions, and new/returning shopper behavior. Built a classification model and predicted shopping intent, resulted in 25% increase in conversion
 - Implemented a **decision tree classifier** optimized using oversampling techniques and neural network scalability
 - Conducted rigorous experimentation, comparing various algorithms; decision tree emerged as the most accurate
 - Demonstrated the system's effectiveness through enhanced accuracy and F1 score, ensured reliable real-time predictions
- **Conducted in-depth analysis of global e-commerce data to optimize revenue and enhance user experience using Databricks, Jupyter Notebook and Python**
 - Applied the **Apriori algorithm** to unveil purchase patterns and product associations in diverse countries
 - Identified product combinations frequently purchased together, enabling targeted product recommendations
 - Utilized insights to strategize revenue growth, aligning marketing efforts with customer preferences and behaviors
- **Implemented clustering analysis on an online retail database to create targeted marketing campaigns. using Jupyter Notebook and Python.**
 - Utilized **K-means and DBSCAN clustering algorithms**, comparing results to make informed decisions
 - Employed the elbow method to determine the optimal number of clusters for precise customer segmentation
 - Applied principal component analysis (PCA) for high-dimensional data visualization, aiding in strategic campaign planning
 - Enhanced marketing strategies by identifying distinct customer groups and tailoring campaigns to specific preferences

Skills : Strategic Decision-Making | Predictive Modeling | Data Mining | Clustering Algorithms | Experimentation and Optimization | E-commerce Optimization | Data Analysis | Stakeholder Collaboration | AI/ML Assurance

Tools : WEKA | XGboost | H2O | Visual Studio Code | RapidMiner | Databricks | Apriori Algorithm | K-means | DBSCAN | PCA

- **Designed and implemented a relational database management system for library operations. The system efficiently manages library members, tracks loan history, overdue fines, and payments made.**
 - Developed tables for member information, catalog, loan history, fines owed, and repayment information, ensuring a comprehensive database system using **Microsoft SQL Server Management Studio**.
 - Implemented primary keys, foreign keys, unique constraints, and check constraints to maintain data integrity and prevent duplicate records.
 - Utilized transactions for executing multiple **SQL** statements, ensuring atomicity and consistency.
 - Implemented strong password policies, basic views, and access control using schemas to enhance database security.
 - Advised on the necessity of creating users and roles with a focus on database security.
- **Pharmaceutical Database Consultancy. As a database consultant for a pharmaceutical company, created a database to analyze prescribing data.** The project involved:
 - Developed a database with three tables: Medical_Practice, Drugs, and Prescriptions, imported from CSV files.
 - Added primary and foreign key constraints to establish relationships between tables.
 - Executed **SQL** queries to extract specific data, providing insightful information for the pharmaceutical company.
 - Presented a comprehensive database diagram illustrating relationships between tables for better understanding

Skills : Database Design | Relational Database Management | SQL Query Optimization | Data Integrity and Concurrency | Transaction Management | Security Implementation | User and Role Management | Stakeholder Consultation

Tools : SQL | Microsoft SQL Server

NP Digital, United States, Full Time – JAN 2021 - DEC 2022 – *Conversion Rate Optimization Specialist*

- **Collaborated with a structured digital team in the conversion optimization strategy and redevelopment of landing pages for DTC, B2C and B2B companies including DBSync, CNN, NCSA College Recruiting, Infinity Software.**
 - Conducted thorough **experience-based assessments**, including site walkthroughs, heuristic analysis, and usability analysis. Documented findings in **Google Sheets** as a test database.
 - Analyzed **Google Analytics** and other qualitative data to discern patterns such as user flows, drop-off points, and user segmentation, ultimately enhancing the user experience.
 - Liaised with multiple parts of the business and presented findings to my line manager and external stakeholders.

- Designed and maintained data-informed user personas and journey maps in **Confluence**, ensuring effective communication of insights and design recommendations with the design team.
- Planned, developed, and executed hundreds of A/B tests with experiment win rates 4 times the industry average.

Skills : Conversion Optimization | Digital Team Collaboration | UX Assessment | Data Analysis | Presentation | Persona Development | Journey Mapping | A/B Testing Execution | Statistical Analysis | Communication

Tools : Google Analytics 4 | Google Tag Manager | Hotjar | Google Sheets | Confluence | VWO | Optimizely

ZipHearing, United States, Full Time – MAY 2018 - JAN 2021 – *Conversion Rate Optimization Analyst*

- **As a key member of the product team, I tackled a critical challenge involving declining user engagement, AOV and increasing bounce rates. Utilizing my expertise in digital analytics, UX and CRO strategies, I initiated a comprehensive audit to address these issues**
 - Conducted in-depth research by placing orders and setting up recordings in user research platforms (**Hotjar and TryMyUI**) to collect valuable data for the audit.
 - Implemented strategic measures such as setting up an Exit Intent Poll and configuring Snapshots in Hotjar to capture user feedback and behavior effectively.
 - Scheduled and conducted interviews with Sales/Customer Support teams to gain insights into customer pain points and preferences.
 - Utilized quantitative data from **Google Analytics**, as well as qualitative data from Heatmap, Scrollmap, and Exit Intent Feedback in **Hotjar**, to inform experimentation programs
 - Conducted a thorough review of competitor strategies, identifying opportunities for improvement and differentiation
 - Prioritized and proposed tests based on research findings and designed high-fidelity mockups in **Figma** for the proposed tests, ensuring a data-informed approach to optimization.
 - Led 200+ A/B tests on **Optimize** annually, yielding a 30% rise in conversion rates and a forecasted \$2M yearly revenue boost.
 - Identified funnel weak spots and refined the checkout journey, cutting cart abandonment by 25% and amplifying completed transactions by 20%.

Skills : Digital Analytics | UX Design | CRO Strategies | User Research | Data Collection and Analysis | Qualitative and Quantitative Research | Customer Interviewing | Competitor Analysis | Test Prioritization and Proposal | High-fidelity Mockup Design | A/B Testing Leadership | Funnel Analysis | Checkout Journey Optimization | Revenue Forecasting

Tools : Hotjar | TryMyUI | Google Analytics | Optimizely

Wickfire, United States, Full Time – JUL 2015 - APRIL 2018 - *Data Analyst (UX and Ecommerce)*

- I served as a dedicated Data Analyst specializing in UX and Ecommerce. In this role, I successfully leveraged my expertise in Ecommerce and Marketing domains to drive data-driven insights and foster positive outcomes for clients.
 - Utilized **SQL** and Data Visualization tools, specifically **Tableau and Looker**, to analyze and present complex data sets to external stakeholders
 - Worked with the Marketing team, utilizing **Hotjar** recordings, heatmaps and **Google Analytics** to analyze user behaviors and provide actionable insights. resulting in a 30% dip in navigation-related support tickets and a 15% surge in user satisfaction scores over the tenure.
 - Regularly communicated findings and insights to both technical and non-technical stakeholders, fostering collaboration and understanding.
 - Crafted compelling narratives based on data, facilitating a deeper understanding of user behavior and driving positive outcomes for the organization

Skills : Data Analysis | UX Analysis | Ecommerce Expertise | Marketing Insights | Data Visualization | Stakeholder Communication | Narrative Crafting | Collaboration | Actionable Insights Generation | User Satisfaction Improvement

Tools : SQL | Tableau | Looker | Hotjar | Google Analytics

Skills

Data Science	Conversion Research & Experimentation	Soft skills
Machine Learning and Data Mining, Applied Statistics and Data Visualisation, Big Data Tools and Techniques, Advanced Databases	Experience based assessment, Qualitative research, Quantitative research, Experiment Design & Hypothesis Testing	Problem-Solving, Active Learning, Attention to Detail, Communication

Tools

Data Science	Conversion Research & Experimentation	Others
Google Colab, Rapidminer, R-Studio, PowerBi, Tableau, Apache Spark and Databricks, MySQL Programming Languages: Python, SQL, Java`	Hotjar, Fullstory, Usertesting, Maze, Google Analytics 4, Notion, Confluence, Figma, A/B test Calculator, Optimizely, VWO, CrazyEgg, Looker Studio, Canva, Doc, Slides, Jira, Asana, Clickup, Monday	Wix, Wordpress, Shopify.

Education

The University of Salford, UK– SEP 2022 - SEP 2023 – *MSc, Data Science (Distinction)*

Achievements

CXL Certified Conversion optimization | CXL Certified Experimentation Program Manager

Additional Information

- Open to full-time opportunities (hybrid, onsite, or fully remote).
- Two weeks to one month notice period.
- Able to drive.
- Willing to relocate globally if required.