Olaseeke Abisola Ogungbemi

Product Manager · E-commerce search, product discovery and marketplaces

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SUMMARY

Product Manager at Konga with 4 years in product and 7+ years across e-commerce, operations and business development. Owns product discovery on Konga.com — search relevance, merchandising rules and category ranking — and led the business evaluation of Konga Search (KSS), the in-house platform built to replace Algolia. Has shaped roadmaps for KongaPay and KongaHealth, launched a marketplace feature at Campipal, and cut user search time by 68% on a housing app.

EXPERIENCE

Konga Group · Lagos

Product Manager *Jan 2024 – Present*

Product discovery on Konga.com

- Own search relevance on Konga.com: review results for top queries and fix irrelevant or missing products with Algolia rules (pin, hide, boost), synonyms and query conditions.
- Decide what ranks on pages 1–3 of search, category and brand pages, using search analytics (most-searched terms) and sales trends to surface best-priced, in-demand products.
- Audit category pages so product assortment is evenly distributed across each category, and adjust merchandising rules where it isn't.

Konga Search (KSS) — replacing Algolia

- Led the business and user evaluation of KSS, Konga's in-house search and merchandising platform built to replace Algolia, testing 6 areas against live Algolia workflows: search analytics, merchandising rules, synonyms and plurals, date-range behaviour, team permissions and navigation.
- Ran two rounds of staging tests and delivered 15 prioritised recommendations, each with the issue, its business impact and the fix; the tech team implemented all 15.
- Defined the must-have requirements for merchandising parity with Algolia: multiple query conditions per rule, plural/synonym/typo handling, adjustable pinned-product positions, image previews for pinned SKUs, and bulk rule import (CSV/JSON).
- Proposed search-quality metrics for launch — "searches without clicks" and a weekly search-analytics email report — so the team can measure relevance after the switch.

Product strategy — KongaPay and KongaHealth

- Shaped product strategy and roadmaps for KongaPay and KongaHealth, aligned with market goals, contributing to 15% business growth.
- Led engineering, design and operations teams through the full lifecycle of 5–8 new features, cutting delivery timelines by 10%.
- Ran A/B tests and product analytics to iterate on live features, improving conversion by 12%.
- Analysed competitor products and market trends to inform roadmap priorities, contributing to an 8% increase in revenue.

Online Merchandiser *Jan 2023 – Dec 2023*

- Managed Konga.com search and merchandising on Algolia, placing best-priced items on the first three pages of search, category and brand results.
- Ran product discovery for Konga Yakata (Black Friday), Konga's biggest sale of the year: the deals page, deals of the day, the treasure hunt and homepage pushes, delivering an 80% sales uplift for the Yakata month.
- Built the URLs behind landing pages, carousels and homepage banners for every promotion.
- Worked with Algolia's external team and Konga engineering to improve merchandising processes and set up new ones.

Merchant Onboarding Specialist Lead *Jan 2021 – Dec 2022*

- Ran end-to-end onboarding for new sellers on Konga.com, making sure product and business data was complete and accurate before go-live.
- Analysed onboarding metrics to find where sellers stalled, and recommended process changes to speed up activation.
- Worked with the product team to scope new onboarding features, and coordinated sales, marketing and customer service through each seller's onboarding.
- Wrote the onboarding documentation and trained the team on it.

Campipal · Remote

Junior Product Manager *Jun 2023 – Jul 2025*

- Defined, prioritised and launched Campipal Now, a feature that lets the Campipal community buy, sell and trade products and services; user engagement rose 15% in its first quarter.
- Ran user research on needs and pain points, and designed the user flows and interfaces for new features.
- Led site-speed work that cut page load time by 80%, lifting conversion by 5%.
- Ran A/B tests on UX changes that reduced bounce rate by 10%.

Tech4Dev Women Techsters Fellowship · Remote

Product Management Fellow *Oct 2022 – May 2023*

- Interviewed 50+ users and stakeholders and ran competitor and market research to set feature priorities and positioning.
- Shipped an optimised search algorithm for a housing app with a cross-functional team, cutting user search time by 68% and increasing user interaction by 35%.
- Wrote personas, user stories and wireframes that guided product specs and design.
- Introduced agile sprints that cut MVP delivery from 2 months to 1.
- Led a cross-functional team implementing a secure payment gateway on a website.

Dellyman · Lagos

Business Development Executive *Mar 2019 – Feb 2020*

- Converted 80% of qualified leads into clients and, with a team of 2, grew the client base by 250% in 7 months.
- Doubled complaint-resolution speed by handling operational issues directly and fixing their causes.
- Set up tracking processes with 3 department heads so information flowed clearly between teams and customers.

Matto'Bell Limited · Lagos

Business Development Intern *Nov 2018 – Mar 2019*

- Generated 50+ leads in the target market in one month.
- Helped plan and run a marketing campaign that drew 3,000 students.

SKILLS

- **Product:** product strategy and roadmaps, product discovery, user research and interviews, personas and user stories, requirements writing, prioritisation, prototyping and wireframes, usability testing, A/B testing, product lifecycle management, Agile delivery
- **Search and e-commerce:** search relevance, merchandising rules (pin, hide, boost), synonyms and query conditions, search analytics, category management, promotions and campaign merchandising, seller onboarding
- **Tools:** Algolia, Konga Search (KSS), Jira, Trello

EDUCATION AND CERTIFICATIONS

- **B.Sc. English**, Obafemi Awolowo University, Ile-Ife · 2012 – 2017
- **Product Management Fellowship**, Tech4Dev Women Techsters · 2022 – 2023
- **The Business of Product Management I and II**, Coursera
- **Become a Product Manager**, Udemy