

Alero Toki

New Jersey |Tokia1@montclair.edu | alerotoki.com

PROFILE

"As a Product Marketing Manager and Digital Producer, Alero brings years of expertise in leading complex projects and leveraging data to drive strategic decision-making. With a proven track record of extracting actionable insights and building predictive models. Her technical proficiency, strategic mindset, and strong communication skills, is utilized to deliver data-driven solutions that drive measurable impact. She's deeply passionate about helping organizations achieve their goals through informed decision-making and take pride in delivering results that make a difference" - Ann Vonn (PM Setwerk)

EDUCATION:

Montclair State University: MS Business Analytics

GPA 3.8

SKILLS

•Software: SOL, Python, Microsoft Office, Power Bi, Oracle, Tableau, Canva, Google Suite

•Soft Skills: Content Creation,Digital Marketing Strategy, Data Analytics, AI prompting, Effective communication & Management

RELEVANT EXPERIENCE

Ecofocus

Capstone Project

May 2024 –Present

- Conducted comprehensive ESG data entry and organization with excel this aided the mapped structure of the upcoming ESG software Application, to increase the sustainability and tracking of ESG reports.
- Developed detailed reports and dashboards with power bi, to track project progress and outcomes.
- Developed predictive models in Python to assess the impact on sustainability report metrics and optimize solutions.

VIACOM Africa/DAT

TV/Digital Project Manager

Feb 2020 – Dec 2021

- Oversaw the flow of terrestrial and traffic content for all MTV Base shows in West Africa.
- Collaborated with the Channel Manager to develop a consistent television programming calendar.
- Directed and handled the copywriting for Coke Studio's Nigeria Independence day campaign by Coca-Cola.

VIACOM Africa /DAT Associate Producer

June 2018 – Jan 2020

- Managed and collaborated with the production team to handle various TV production projects and suggested the proper techniques for a smooth production, contents which was also used in the channels'
- Worked closely with post-production teams to oversee the editing process as soundtracks and videos incorporated

Certification & Professional Qualification

Google 2023 Data Analysis Certification, 2022 University of Virginia (Coursera), Digital Product Manager: Modern Fundamentals, LinkedIn Learning Diversity and Inclusion in Marketing: Inclusive Language for Marketers