

Alero Toki

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PROFILE

As a Product Marketing Manager and Business Analyst, I bring 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. My technical proficiency, strategic mindset, and strong communication skills enable me to deliver data-driven solutions that drive measurable impact. I am deeply passionate about helping organizations achieve their goals through informed decision-making and take pride in delivering results that make a difference.

EDUCATION:

Montclair State University, Montclair, NJ B.S., Business Administration, concentration: Business Analytics

SKILLS

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

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

RELEVANT EXPERIENCE

DVLR Logistics

Product Marketing Manager

Jan 2022 –Present

- Manage the entire product life cycle and oversee marketing projects for product releases.
- Analyzing and reviewing customer success reports, presenting key findings to stakeholders.
- Expertly troubleshooting and resolving customer issues as they arise to ensure satisfaction.

MTV Base 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.

MTV Base 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 were 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