

Sandra Osaosemwen Aibangbee

Bariga, Lagos | +2348102606496 | aibangbeesandra1@gmail.com |
Linkedin: [SANDRA OSAOSEMWEN AIBANGBEE](#)

PROFILE SUMMARY

Operations and Project Manager with extensive hands-on experience managing product teams, operational systems, and business projects across FMCG, tech, consulting, and nonprofit sectors. Successfully led over 30 projects, delivering operational improvements, market activations, product launches, and data infrastructure initiatives. Experienced in building processes from scratch, managing cross-functional teams, and implementing operational frameworks that drive efficiency and measurable business results. Proven ability to align developers, marketers, sales teams, and operations staff toward shared project goals. Strong focus on structure, people management, and delivering operational and project outcomes that support business growth. Adept at scaling operations, managing product initiatives, and overseeing multi sector project portfolios.

CORE COMPETENCIES

- Project Lifecycle Management
- Business Operations & Strategy Execution
- Process Optimization & Workflow Automation
- Product Development Support & Project Delivery
- Cross-functional Team Leadership
- Business Intelligence & Data-Driven Decision Making
- Strategic Partnership & Stakeholder Management
- AI Workflow Design & Automation Tools Implementation
- Business Process Reengineering
- Organizational Growth & Operational Scaling

SOFT AND TECHNICAL SKILLS

- Business Intelligence & Data Analytics (Power BI, SQL, SAP ERP, Advanced Excel, Google Data Studio)
- AI Workflow Automation & Process Optimization (Zapier, Make, Airtable Automations)
- Project & Product Operations Management (Asana, Jira, Trello, ClickUp)
- CRM Automation & Customer Journey Optimization (HubSpot, Zoho CRM, Slack)
- Business Process Design, SOP Development & Operational Scaling
- Financial Reporting, Budget Management & KPI Tracking
- Executive Leadership, Team Development & Cross-functional Collaboration
- Strategic Planning, Operational Foresight & Data-driven Decision Making
- Public Speaking, Stakeholder Management & Business Storytelling

WORK EXPERIENCE

HEAD OF OPERATIONS/PROJECT MANAGER — FRUTTA FOODS, Lagos, Nigeria

Oct. 2025 – Present

- Directed the end-to-end CRM deployment across the commercial division, and managed the product lifecycle, designing the sales tracking structure, outlet coverage monitoring, pipeline visibility framework, and KPI measurement systems used to drive daily sales execution and revenue performance.
- Defined and implemented commercial performance tracking metrics across the sales organization, including sales productivity, customer coverage, strike rate, route efficiency, outlet penetration, call compliance, and territory growth performance.

- Led the operational transformation of the sales team by embedding structured reporting systems, CRM accountability, and field execution standards that improved sales visibility and strengthened commercial discipline across territories.
- Worked closely with Sales Managers, Area Sales Managers, Marketing, Finance, and Operations teams to improve reporting cadence, accelerate decision-making, and strengthen execution on commercial priorities and market expansion initiatives.
- Built executive sales dashboards using HTML, Python, and business intelligence tools, providing leadership with real-time visibility into revenue performance, territory productivity, sales rep execution, distributor performance, and market coverage trends.
- Managed compliance across the sales organization by monitoring KPI adherence, CRM usage, route execution, customer engagement activities, outlet coverage, and daily sales reporting standards.
- Drove sales productivity initiatives by identifying performance gaps across territories, analyzing field sales data, and implementing corrective operational strategies that improved execution efficiency and revenue contribution.
- Established reporting and accountability frameworks that enabled leadership to monitor sales growth drivers, track execution quality, improve field productivity, and optimize resource allocation across the commercial team.
- Supported revenue growth initiatives through sales analytics, territory performance reviews, route-to-market optimization, and structured field execution monitoring across distributor and retail channels.

HEAD OF OPERATIONS/PROJECT MANAGER — READWRITE, Lagos, Nigeria 2025

- Oversaw the daily operations of a data, infrastructure, consulting, and training company, managing workflows for a client portfolio spanning over 50 corporate accounts.
- Designed and implemented operational strategies that increased workflow efficiency by 40% and reduced service delivery delays across all business units.
- Led the successful delivery of 30+ SAP/4HANA and BW projects, including data infrastructure rollouts, business consulting programs, and corporate data literacy training.
- Developed and deployed workflow automation systems that eliminated 50% of manual processes, reducing operational errors and project turnaround times.
- Directed a cross-functional team of developers, data analysts, trainers, and consultants across multiple concurrent projects, maintaining 100% on-time project delivery for two consecutive quarters.
- Drove process optimization initiatives that saved over 200 man-hours monthly, significantly improving internal operational capacity without increasing headcount.
- Strengthened client relationship management, increasing client retention rates by 35% and contributing to a 20% business revenue growth within 6 months.

PROJECT MANAGER — HELP APP AFRICA, Lagos, Nigeria. Jan 2025 – July. 2025

- Led cross-functional project execution across Technical, Marketing, Operations, and Customer Support teams for a tech-driven platform.
- Managed the successful go-live and launch of the platform, coordinating timelines, testing, deployment readiness, and post-launch operations.
- Supervised the technical team throughout the product development lifecycle, ensuring alignment between business requirements and delivery timelines.
- Directed marketing execution for pre-launch and post-launch campaigns, supporting user acquisition, engagement, and brand visibility initiatives.
- Established project workflows, SOPs, reporting structures, and execution processes that improved collaboration and operational accountability across teams.
- Coordinated sprint reviews, stakeholder updates, issue resolution tracking, and project performance monitoring to ensure timely delivery and operational efficiency.

PROJECT MANAGER/ CFM-SFA IMPLEMENTATION ANALYST — (MULTIPRO CONSUMER PRODUCTS LTD)- Lagos Nov. 2022 – Oct. 2025

- Led the implementation and rollout of CRM/SFA systems across multiple sales territories, coordinating deployment, user adoption, process alignment, and field execution tracking.
- Managed cross-functional projects involving Sales, Distribution, and Technical teams to improve sales/marketing visibility, reporting accuracy, and operational efficiency.
- Defined CRM/SFA tracking structures including customer visits, route compliance, sales activities, outlet coverage, product availability, and field productivity metrics.

- Coordinated system onboarding, user training, issue resolution, and change management initiatives for field sales teams, improving CRM compliance and reporting discipline.
- Managed sales operations projects and market execution initiatives, including the “Every Shop A Munch It” campaign, improving outlet penetration, execution consistency, and sales performance across territories.
- Built operational and executive reporting dashboards using CRM, SFA, MFA, and ERP data to monitor KPIs, territory performance, stock movement, and sales team productivity in real time.

MARKETING SUPERVISOR — MULTIPRO CONSUMER PRODUCTS LTD-Benin, Feb. 2022 – Nov. 2022

- Led regional marketing operations, executing campaigns that drove a 20% increase in market share within 9 months.
- Conducted customer research and market analysis that improved campaign targeting and marketing ROI by 30%.
- Directed promotional campaigns, including school samplings, park activations, and supermarket demos, achieving notable improvements in brand awareness and consumer engagement.
- Strengthened retail partnerships, aligning marketing strategies with sales goals and increasing brand loyalty across retail accounts.
- Managed the deployment of POS materials and in-store displays, ensuring consistent brand presentation in over 50 retail outlets.

MODERN TRADE SUPERVISOR — MULTIPRO CONSUMER PRODUCTS LTD-Benin, Feb. 2020 – Aug. 2020

- Converted 37 supermarkets and 53 mini-marts into new brand customers through targeted product sampling and activation campaigns while I trained and supervised a team of merchandisers and sales staff, improving in-store brand visibility and sales performance.
- Analyzed modern trade sales trends to identify growth opportunities, contributing to a 15% sales uplift during active promotional cycles.
- Developed strategic partnerships with key supermarket managers to secure premium shelf space and organize regular trade activations.

MARKETING INTERN — MULTIPRO CONSUMER PRODUCTS LTD-Benin, Nigeria Aug. 2018 – Jan. 2019

- Supported the marketing and merchandising activities across 45 high-traffic modern trade outlets, ensuring product visibility and effective in-store promotions.
- Assisted in the execution of a large-scale rebranding campaign, contributing to a 20% increase in sales volume and improved product awareness within retail chains.
- Conducted market research and competitor activity monitoring, providing actionable insights that informed promotional strategies and improved market positioning.
- Coordinated point-of-sale material deployment and organized sampling campaigns, driving a notable uplift in brand engagement and foot traffic.
- Tracked promotional outcomes and sales data to measure campaign impact, refining activation approaches for better performance across multiple locations.

VOLUNTEER ACTIVITIES

Co-Founder — Femme PWR

Sep. 2023 – Present

Enabling 100+ college women to successfully overcome career challenges through structured career-building programs, mentorship, and workshops.

Junior Achievement Nigeria

Feb. 2022 – Date

Planned and executed the training of students of financial Literacy and entrepreneurship Planned and executed the training of students of financial Literacy and entrepreneurship in Yaba and Bariga, Lagos.

Project Manager — Girl Power Foundation

Nov. 2024 – Present

- Successfully led 10 projects focused on empowering young girls through mentorship, education, and career development programs.
- Increased program participation by 50%, expanding outreach and deepening impact within underserved communities.

- Secured strategic partnerships with NGOs and corporate brands, increasing program resources and boosting operational capacity.
- Organized a major advocacy event attracting 150+ attendees and significantly increasing public awareness for the foundation’s mission.
- Streamlined project management processes, reducing execution timelines by 40% and improving program delivery efficiency.

EDUCATION

M.Sc. Business Administration	<i>National Open University</i>	2026
Venture in Management Program	<i>Lagos Business School</i>	2024
B.Sc. Crop Science & Biotechnology	<i>Ambrose Alli University</i>	2021

TRAINING & CERTIFICATION

Certification	Institution	Year
Advanced Data Analytics (SQL & Python)	<i>DataCamp</i>	2025
Project Management Professional (PMP®)	<i>American Academy of Project Management</i>	2024
AI Workflow Design & Automation	<i>Coursera / ALX Africa</i>	2024
Virtual Assistance Skills in the Digital Age	<i>ALX Africa</i>	2024
Inbound Marketing Certification	<i>HubSpot</i>	2024
Growth Marketing Certification	<i>Udemy</i>	2024
PGD in Project Management	<i>Chartered Institute of Project Management</i>	2023
SAP Certified Associate Project Manager	<i>Chartered Institute of Project Management</i>	2023
Foundations of Project Management	<i>Coursera</i>	2022
Communication and Strategy	<i>(CommsQL)</i>	2021