EVAN PROMISE CHUKWUBUEZE

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Madrid, Spain | MSc Business Analytics and Data Science candidate | Growth and GTM analytics

Professional Summary

Brand, growth and product marketing professional with 8+ years across fintech, health-tech, SaaS, FMCG and real estate, now studying for an MSc in Business Analytics and Data Science at IE Business School. Analysed product, CRM and attribution data to refine ICPs and go-to-market strategy, contributing to growth of up to 650% and multi-million-dollar revenue. Building skills in SQL, Python and big data, and using Clay and n8n to automate go-to-market work with AI.

Education

IE BUSINESS SCHOOL — **MADRID, SPAIN**
Master of Science, Business Analytics and Data Science — Sep 2026 – Jul 2027
- Middle East and Africa Scholarship recipient. Relevant modules: Python, SQL, data visualisation, big data.

NNAMDI AZIKIWE UNIVERSITY — **AWKA, NIGERIA**
Bachelor of Engineering, Computer Engineering (Second Class Upper Honours) — Nov 2013 – Jun 2018
- President, Students' Association | Shell SPDC and MTN Foundation Scholarship recipient.

Professional Experience

BEACONS AGENCY (CONSULTING) — **AIRDRIE, CANADA**
Marketing and management consulting for tech startups in the UK and the Americas, including SimlessPay, TetradPay and DOVA Capital.
Team Lead (Product Marketing) — Apr 2025 – Oct 2025
- Grew users by 19% and 29% on two fintech products, tracking acquisition and retention through dashboards.
- Built and managed a 30-member creator community for influencer-led acquisition and brand awareness.

SEVENZ HEALTHCARE LTD (START-UP, SEED $150K) — **LAGOS, NIGERIA**
Owns KompleteCare, a healthcare marketplace and switch for D2C users and B2B SaaS clients; 800+ doctors and 45 institutional partners.
Product Marketing Specialist (KompleteCare) — Apr 2023 – Jun 2024
- Drove 350% D2C user growth and 650% B2B client growth by analysing user segments to refine ICPs, repositioning product messaging and restructuring GTM strategy.
- Built an Excel funnel report on sign-up to paid conversion from Mixpanel, Customer.io, AppsFlyer and HubSpot data.
- Generated the first sustained revenue in four years, converting 15% of sign-ups into paying customers.

PHRONESIS FOODS LTD (FMCG, ~~₦~~50MN) — **LAGOS, NIGERIA**
Agribusiness modernising indigenous African breadfruit (ukwa) for global markets.
Head of Branding and Marketing — Mar 2022 – Apr 2023
- Led product launches and brand campaigns that generated 1,000+ weekly orders, expanded retail presence by 40% and doubled year-on-year revenue.

CADLANDS REAL ESTATE LTD (REAL ESTATE, $25MN) — **AWKA, NIGERIA**
The leading real estate brand in Anambra State, Nigeria.
Brand and Marketing Manager — Apr 2021 – Mar 2022
- Created and ran the brand and marketing strategy behind $1M+ initial revenue and up to $5M in property sales, making the brand the market leader in Anambra State.

Community Manager — Oct 2020 – Apr 2021
- Built and managed a 220+ agent and affiliate network to support sales growth.

Data Projects

- **Widening the Spotlight, Spotify Analysis (Tableau, Tableau Prep):** Cleaned and modelled 8,577 tracks from 2,545 artists, built a five-page dashboard and turned it into a 10-year growth roadmap, showing Latin and K-pop rose from 0.6% to 14% of new hits. View dashboard

Skills and Languages

Data and Analytics: SQL, Python, Excel, Tableau and Tableau Prep, Power BI, Google Analytics; big data (in progress).
Product and Marketing Data: Mixpanel, AppsFlyer, HubSpot, Customer.io, Meta and Google Ads.
AI, Automation and Tools: Clay, n8n (learning), Lovable, VS Code, Notion, Trello; BPMN and process mapping.
Languages: English (fluent), Igbo (native), Spanish (basic), German (basic), French (basic).

Other Information

- **Volunteer Leadership:** Branding and Operations Lead, Global MentorBridge (since 2022); four summits for 400+ people.
- National Mathematics Olympiad finalist (top six) and Senior Prefect in secondary school (2012/13).
- **Interests:** Scrabble and chess; preparing a Guinness World Record attempt in Scrabble (2026/27).