

MAMO OYOVWI

Fashion Assistant Manager | Product Development Manager

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PROFESSIONAL SUMMARY

Experienced fashion professional specializing in product management, development, and client relations. Demonstrated success in delivering innovative concepts and fostering strong customer relationships to drive satisfaction and loyalty. Detail-oriented and collaborative team player with expertise in budget management, sales forecasting, and meeting tight deadlines in production management. Adept at analyzing data-driven insights, aligning with strategic planning, and ensuring compliance with industry standards.

Skills

- Product Lifecycle Management.
- Budget Management
- Brand Strategy
- Strategic Planning
- Detail-oriented
- Industry Trend Awareness
- Agile Methodologies
- Microsoft Office Suite
- Client Management Specialist

RELEVANT EXPERIENCE

Program Advisor (Fashion Dept)

Centennial College Business School, Toronto, ON

Aug 2023 – Present

- Providing strategic guidance, leveraging innovations to enhance productivity within the business school.
- Utilizing data-driven insights to inform product strategy and roadmap.
- Collaborating closely with stakeholders for program enhancement and industry-relevant learning
- Introduced impactful events and ideas to elevate global program visibility, significantly boosting awareness for the school program.

Managing Director / Owner

Mamomania Fashion, Delta, Nigeria / Toronto, ON

July 2017 - Present

- Own and operate a successful custom-made garment business specializing in men's and ladies' apparel.
- Implement and optimize financial strategies, including budgeting, sales forecasting, and revenue optimization, to drive business profitability and growth.
- Lead cross-functional teams to conceptualize and deliver high-impact fashion products.
- Manage end-to-end product development timelines, from user research to scalable solutions.
- Collaborate with store teams to create occasions for top clients and host events to drive potential sales and increase brand loyalty, resulting in a revenue increase.
- Consistently outperform monthly sales targets by providing tailored garment solutions to customers.

Product Development Associate

ROOPA KNITTING MILL, Toronto, ON

Jan 2023 – Apr 2023

- Applied lean principles in product development, reducing production costs by 15% and improving efficiency.
- Collaborated with the Product Manager to establish clear product development targets and timelines.
- Managed style Bill of Materials (BoM) and tech packs, ensuring accuracy and alignment with product strategy.
- Spearheaded effective stakeholder management, addressing client preferences and concerns.

Client Advisor

Lululemon, Toronto, ON

Mar 2022 – Mar2023

- Applied human-centred design principles to identify and address customer needs promptly, recommending customized garment solutions.
- Utilized data-driven insights to optimize in-store layouts, creative displays, and inventory levels for best sellers and new products.

- Demonstrated adaptability and agility in navigating dynamic retail environments, aligning with agile methodologies.

Lead Fashion Instructor

FUPRE University (Fashion Dept), Delta, Nigeria.

Jan 2019 – Apr 2021

- Instructed students on how to draft patterns for multiple garment categories – tops, bottoms, dresses, and coordinates.
- Demonstrated and taught step-by-step apparel construction and sewing techniques utilizing a variety of industrial sewing machines.
- Developed lessons, learning materials and assignments to enhance a concrete learning experience for all students.

Product Manager

Bsing Fashion, Nigeria

July 2016 – Jan 2018

- Analyzed sales data and market trends to drive profitable sales, exceeding targets.
- Collaborated with cross-functional teams to implement operational plans, and optimizing store conditions.
- Managed production schedules, ensuring timely delivery of goods and efficient workflow.
- Spearheaded strategic initiatives to control expenditures and align with company objectives.

PROJECTS

Director – Black History Fashion Exhibition (Otishe)

Centennial College Business School, Toronto, ON

Oct 2022 – Mar 16, 2023

- Directed the end-to-end execution of a fashion show at Centennial College, simultaneously managing a diverse team of 15 students and 22 models, fostering a collaborative and inclusive environment.
- Leveraged proficiency in cultural themes to champion diversity and inclusion, foster loyalty, and optimize the development processes of both products and the school program.
- Elevated global program visibility by 25% by showcasing event pictures on the school brochure cover and in advertisements, leading to a significant boost in awareness for the school program.

EDUCATION

Fashion Business Management

Sep 2021 – Apr 2023

CENTENNIAL COLLEGE, Toronto, ON

Study Abroad: Selected to attend *Première Vision* in Paris, France

Apparel / Fit Design

Jan 2015 – Jan 2016

BSING SCHOOL OF FASHION, Delta, Nigeria

B.S. Chemistry

Sep 2008 – Jun 2012

DELTA STATE UNIVERSITY, Delta, Nigeria