

NAHOM MEKONEN

Minneapolis, Minnesota

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Skills

Product: Product Roadmap, Product Strategy, Go-to-Market (GTM), Agile/Scrum, Backlog Management, OKRs, KPIs, User Retention, A/B Testing, Stakeholder Management

Growth & Marketing: Customer Acquisition, Demand Generation, Lifecycle Marketing, Paid Media (SEM/Social), SEO, Campaign Management, Marketing Automation, Conversion Optimization, Growth Analytics, HubSpot, Brand Strategy

Technical: Python, SQL, REST APIs, OAuth, AWS, API Integration, CRM/ERP Integration (NetSuite, Shopify, Sage Intacct), Data Pipelines, Power BI, Tableau

Leadership: Cross-functional Team Leadership, Risk Management, Budget Management, Change Management, Stakeholder Alignment, Vendor Management, Hiring and Contractor Management, Client Engagement

Professional Experience

Kabba Transport

May 2021 – Present

Co-Founder & Head of Product

Addis Ababa, Ethiopia & Remote

- Co-founded a transportation technology company and owned the full product lifecycle, from requirements gathering through deployment and post-launch iteration across enterprise clients (100 to 5,000 users).
- Translated client operations into platform workflows, shipping automation for dispatch, payment processing, and fleet tracking across 1M+ trips.
- Ran discovery sessions and user research with enterprise clients, converting stakeholder feedback into prioritized roadmap decisions.
- Shipped API integrations with payment providers, ERP systems, and government portals, improving data accuracy and cutting manual reconciliation time.
- Built and led a cross-functional team spanning engineering, customer success, and operations from early prototype to production at scale.
- Grew the platform 400% year over year and held 95% client retention through continuous product iteration and proactive account engagement.

Radium Media

July 2019 – December 2023

Founder, Head of Product and Growth

Remote

- Founded a digital marketing agency and owned both the product roadmap and the growth strategy, building automation tools while running the campaigns those tools served.
- Shipped internal marketing automation software for e-commerce and consumer goods clients, taking each product from specification through QA and client delivery.
- Built REST API integrations connecting ad platforms, email tools, and CRM systems, giving clients a unified view of acquisition and retention performance.
- Managed paid media, lifecycle, and SEO campaigns for client brands while maintaining the technical infrastructure behind each campaign.
- Designed and ran client onboarding programs and live training sessions that improved platform adoption and cut support load by 40%.
- Reduced manual data processing time by 60% through automated reporting pipelines built on platform APIs.

Education

Metro State University

Bachelor of Science in Computer Science & Cybersecurity

St. Paul, MN

- Dean's List. Coursework: Systems Design, Data Structures, Advanced Programming, Operating Systems.

Leadership & Recognition

Management Leadership for Tomorrow (MLT): Completed leadership curriculum in business communication, stakeholder strategy, and product thinking.

Africa Startup of the Year Nominee: Nominated for advancements in transportation software and urban mobility technology.

Technical Training: Enterprise SaaS delivery, CCaaS and CXM platforms, CRM and ERP data integration workflows.