

## Abraham Kinfu, MBA

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Business Enthusiast with a diverse background encompassing six years in business development, four years in product management, and two years of successful restaurant ownership. Leveraging a strong foundation in entrepreneurship, agile development, analytics, and a record of driving end-to-end user experience initiatives.

### Professional Experience

#### **Product Manager, Togathre** | Contract | Oakland, CA | 09/2023 - 02/2024

- Leading end-to-end user experience initiatives for Togathre, an event booking and management app.
- Collaborating with development teams, conducting user interviews, implementing Scrum methodologies, and analyzing competitive features.
- Demonstrated resilience in overcoming obstacles and adapting to changing priorities in a fast-paced product management role.
- Aligned product goals with customer needs, refining backlog based on insights and research findings.
- Designed mockups, created acceptance criteria, prioritized crucial features, and translated technical concepts into user-friendly experiences.

#### **Left Field Dogs, Founder / COO** | Alameda CA | 01/2022 - 09/2023

- Left Field Dogs is a Bay Area fast-casual restaurant that celebrates local baseball culture, collaborates with nearby vendors, and brings the magic of the ballpark to life through classic gourmet food.
- Managed all aspects of restaurant operations, marketing, product pricing, product launches, and inventory management, led a small team of 11, resulting in an average monthly in-store customer retention rate of 31%.
- Implemented agile strategies, leading to a remarkable 250% profit increase in Q2 2023.
- Won 2nd place award for "Best New Restaurant in 2023" by the Alameda Chamber of Commerce.

#### **Founder / Business Development Manager/ Product Manager** | Yello Mango Inc. | Berkeley, CA | 08/2018 - 01/2022

- Founded a food delivery service enhancing access to local food for busy individuals in food deserts. Targeted food merchants, end users in isolated work areas, and delivery drivers.
- Proficient in developing products focused on customer needs, conducted user research, employed A/B testing, and made data-driven decisions to achieve optimal outcomes.
- Piloted cross-functional teams (UX/UI Designers and Front-End developers) on agile development projects, producing deliverables on time, scope, and budget.
- Collaborated on menu development, integrating customer needs and market trends to create a diverse and appealing meal selection.
- Established MVP with 100+ users, multiple commercial businesses, and facilitated catered events, achieving a weekly 20%+ retention rate.

#### **Ecommerce Business Development** | Contract Role | Live 2 Align LLC | Berkeley, CA | 01/2020 - 06/2020

- Enhanced online customer experience in a key role at a health & wellness company.
- Boosted podcast downloads by 30%, achieving top 10 rankings for Health & Wellness downloads in Norway & Canada in May and July 2020.
- Managed product launches from conception to execution, ensuring seamless processes and timely delivery.
- Improving the mobile and desktop user journey from landing page to checkout increased the click rate by 50%, accelerating monthly profits by 17%.

#### **Account Executive, Mayvenn Inc.** | Oakland, CA | 08/2014 - 10/2018

- Drove success at a B2B beauty software technology firm, enhancing stylist-client connections.
- Led a development team installing a YouTube tutorial on the onboarding flow post-merchant enrollment, resulting in an 11% increase in retention rate.
- Documented product specifications and features, ensuring clear and effective communication and working cross-functionally.
- Communicated product priorities to development teams and third-party partners, demonstrated effective sales strategies, and analyzed customer pain points.
- Propelled annual sales revenue from \$1 million to \$20 million, led ten sales reps while managing and developing relationships with over 2500 merchant accounts.

#### **Financial Service Officer, Bank of the West** | Oakland, CA | 01/2013 - 07/2014

- Foster relationships with new and existing customers through sales, service, loan + credit application, and mortgage referrals.

- Provides guidance + sales training to service banker team for cross-selling opportunities and portfolio management.
- Updated management reports to track progress and analyze performances of existing bank products.
- Rated top 5 for customer service scores & top 10 in region for credit approvals.
- Led events demonstrating support for the local community and brand awareness, which increased branch foot traffic significantly.

**Personal Banker, Wells Fargo Bank** | Oakland, CA | 05 2009 - 11/ 2012

- Led trainings on product knowledge for tellers and personal bankers.
- Generated new business through in-branch selling, outside calls, telemarketing, and targeted direct mailings.
- Converted 40% of customer visits into sales while maintaining over 90% of my customer service scores.

**Education**

- MBA, Entrepreneurial Studies | Saint Mary's College of California, Moraga, CA | 2020
- BS Business Administration, Marketing Management | Cal State East Bay, Hayward, CA | 2018

**Coursework & Certifications & Technical Skills**

- Product Management Certificate, General Assembly | 2019
- User Experience Design Certificate, General Assembly Experience | 2020
- Coding Languages: HTML, CSS
- Applications: MS Word, MS Excel, MS PowerPoint, Google Suites
- SQL - Beginner Level