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CEO & Co-Founder, DecentralizedHub

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Professional Summary

Dynamic Marketing Lead with over 5 years of experience in driving growth and engagement for crypto projects. As CEO of DecentralizedHub, I've spearheaded marketing campaigns for industry leaders like Defactor, IMO, and OVR, leveraging influencer partnerships, community management, and innovative strategies. Skilled in team leadership, content creation, and aligning marketing efforts with business objectives to achieve measurable results. Passionate about fostering blockchain adoption through creative and impactful initiatives.

Core Competencies

Strategic Marketing Planning

Influencer Partnerships & Management

Community Engagement & Moderation

Content Creation & Campaign Management

Social Media Growth Strategies

Data-Driven Decision Making

Team Leadership & Collaboration

Blockchain & Web3 Expertise

Professional Experience

CEO & Co-Founder | DecentralizedHub

2023 – Present

Directed marketing campaigns for high-profile crypto projects, achieving increased engagement and visibility.

Built a dedicated network of micro and nano-influencers to execute strategic marketing campaigns.

Designed and hosted events in Africa to boost awareness and adoption of visionary blockchain projects.

Collaborated with over 10 crypto projects, delivering tailored marketing solutions aligned with their objectives and budgets.

Successfully managed communities across Telegram and X/Twitter, ensuring organic growth and fostering trust.

KOLs Manager | Defactor,

2024 – Present

KOLs Manager | Dtravel

2023 – 2024

KOLs Manager | IMO

2023 – 2024

Oversaw influencer marketing campaigns to elevate Defactor's visibility on X.

Implemented data-driven strategies to highlight the project's key features and value propositions.

Developed and distributed engaging content that enhanced brand awareness and community engagement.

Managers of Key Opinion Leader & Social Media Influencer

2021 – Present

Manage KOLs to promote projects such as IMO, OVR, Libertum, Rebaked, and Rocki, driving adoption through engaging content.

Specialized in creating clear, concise messaging to translate complex crypto concepts for wider audiences.

Increased traffic and engagement through strategic content and influencer collaborations.

Key Achievements

Grew project visibility by 50%+ through influencer-led campaigns for Defactor and other brands.

Successfully engaged African audiences with localized crypto events, driving adoption in emerging markets.

Managed teams of 20+ influencers, ensuring high-quality content delivery and alignment with brand goals.

Analysis

<https://drive.google.com/file/d/19DR2uESg2cw1Ekog8d3wvMFtgE48dPUg/view?usp=sharing>

Education

B.Sc. Banking and Finance – University of Uyo, Uyo Akwa Ibom, Nigeria

Graduated-2024

Certifications

DIGITAL MARKETING – UDEMY

WEB3 MARKETING – UDEMY

Technical Skills

Social Media Platforms: X/Twitter, Telegram

Tools: Google Analytics, Canva

Blockchain Tools: Etherscan, DEXTools, MetaMask

References

Available upon request