





Wussu Ifeoluwa

Content Manager

A serious-minded Crypto and Web3 content writer who is proficient in creating engaging content that attracts and converts potential clients, collectors, and users. With more than 3 years of experience and skin in the game, I have developed and, with the aid of my writing skills, assisted numerous entities in the crypto sector in expanding and achieving their goals.

CONTACT ME

-  Lagos, Nigeria
-  ifeoluwadaniel01@gmail.com
-  https://linktr.ee/en_zoe
-  <https://www.linkedin.com/in/ifeoluwa-wussu-ba2274180/>

EDUCATION

Physics Electronics

University/College Details

2013 - 2018

Wordpress Website mastery

Udemy

2017

Token Engineering

Token Engineering Academy

Ongoing

SKILLS

Written Communication

Content Marketing

Search Engine Optimization

Social Media Marketing

Blockchain Analysis

WORK EXPERIENCE

Content Manager

Jun 2022 - Present

IncubateX

- Wrote the company's whitepaper.
- Wrote an E-book that converted over 100 potential collectors to the company.
- Charged with writing and publishing all forms of educative and marketing pieces.
- Manage a team of marketers (shillers) to target prospects and bring them in.
- Curated and managed the entire content strategy across all platforms (blog, social, articles etc.)

Content Manager

Jan 2022 - Jun 2022

WePlay Labs

- Curated 3-4 strategic contents weekly which maintained the company's tone.
- Curated interesting content that organically increased the company's Twitter & Medium following from fewer than 20 to well over 3600.
- Assisted with other marketing efforts and wrote pieces for advertisement, newsletter, and marketing campaigns (AMAs, Airdrops).
- Edited the whitepaper, company's website, blogs, and webinars.

Content Writer

Feb 2022 - May 2022

WhalesHeaven

- Researched relevant trends in the Crypto and Defi space and pitch new content ideas.
- Created 4 engaging articles each week based on the current company's products.
- Conducted simple keyword research & use SEO guidelines to rank on Google's 1st page.
- Participated in the brainstorming of new ideas for campaign activation activities like Airdrops and Meme contests.

Content Writer

Nov 2021 - Mar 2022

Secretum

- Ensured that all written copy adhered to the brand's tone and met the highest editorial standards.
- Teamed up with marketing and graphic designers to create content for the company's social media accounts.
- Informed and educated prospects and members about the project's utility and updates during weekly Twitter spaces and AMAs.

REFERENCES

Available On Request