Ayotomiwa Oladotun

Crypto Analyst | Content Strategist | Web3 | Growth

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SUMMARY

Content Strategist and Analyst with over six years of experience executing research and growth strategies for tech and crypto companies. I enjoy transforming complex topics like blockchain and DeFi into compelling, data-driven narratives that build community and achieve key business objectives. An active participant in the crypto ecosystem with direct, hands-on experience in wallet management, DeFi protocols, and handling personal and professional transactions, including receiving salary in digital assets. Proven ability to grow audiences and use data and user feedback to create content that educates, engages, and converts.

KEY COMPETENCIES

- **Blockchain and Data Analysis:** Python, Web3.py, SQL, Web3 recon and Open-source Intelligence, Blockchain Explorers (Etherscan), On-Chain Data Interpretation, Beautiful Soup
- **Strategy and Research:** Content Lifecycle Management, SEO Audits and Analysis, Investigative Research, Keyword Research, Long-Form Educational Content
- **Technical Platforms:** Webflow Management, Google Analytics, Ahrefs, SEMrush, WordPress, Zendesk/Email Ticket Systems
- **Interpersonal Skills:** Cross-Functional Collaboration, User-Centric Storytelling, Proactive Problem-Solving, Team Leadership

PROFESSIONAL EXPERIENCE

Content Strategist | BeInCrypto
Nov 2022 - Mar 2024

- Authored in-depth, long-form educational articles on blockchain and finance that secured multiple top 10 Google rankings and SERP features, driving a consistent organic traffic trend of 1,700+ monthly visitors per article.
- Conducted rigorous, investigative research into complex crypto topics, including DeFi protocols and on-chain activities, to produce authoritative, SEO-focused content.
- Researched and explained crypto security best practices, including common scams, exploits, and wallet safety measures, to educate a broad user base.

Content Marketer | LBank Crypto Exchange
Feb 2022 - Sep 2024

- Developed and executed a content strategy that demystified complex crypto concepts, growing the brand's newsletter and blog readership to over 5,000 engaged users.
- Created and curated highly resonant content around meme trends and crypto derivatives, significantly boosting audience interaction and brand relevance.
- Authored and adapted compelling copy for diverse platforms including X, LinkedIn, Telegram, and newsletters, ensuring a consistent and engaging brand voice.

Social Media, Content Manager | Dopamine Crypto Wallet
Nov 2022 - Mar 2024

- Engineered an 112% growth of the brand's Twitter (X) account, expanding the community from 95k to 186k followers through targeted social media campaigns and strategic content.
- Spearheaded the development and launch of the Dopamine Blog, which rapidly became a key asset, attracting 30% of the website's total traffic.
- Managed multi-channel community support (Discord, Telegram, Email), utilizing blockchain explorers (e.g., Etherscan) to trace wallet activity, verify transactions, and resolve technical user issues.

TECHNICAL PROJECTS

- Designed and built a full-stack, real-time dashboard to monitor and analyze high-volume on-chain activity for major ERC-20 tokens.
- Engineered a Python listener using Web3.py and an Alchemy node to ingest live event data, served via a Flask API and stored in an SQLite database.
- Developed a dynamic frontend with HTML, Tailwind CSS, and JavaScript, featuring live-updating charts, data filtering, and an AI-powered natural language query interface.
- Successfully implemented a system to flag large "whale" transfers, providing critical real-time visibility into transaction flows and showcasing end-to-end development skills.

EDUCATION/CERTIFICATIONS

- **Supervised Machine Learning: Regression and Classification** | Standford Online | 2025
- **Google Automation with Python Professional** Certificate | Google 2024
- CIM Level 4 **Certificate in Professional Digital Marketing** | Chartered Institute of Marketing (CIM) | 2024
- **Search Engine Optimization (SEO) Specialization** | University of California, Davis (Coursera) | 2024
- **Bachelor of Engineering (B.Eng), Metallurgical and Materials Engineering** | Federal University of Technology, Akure | 2014 - 2019
- **Narrative Economics** | Yale University (Coursera) | 2024
- **Languages**: English (Fluent), Spanish (Conversational)