

Hello

I'm Peter Mathew Adikpe

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SKILLS

- Proficient in executing data-driven digital marketing campaigns across various platforms, utilizing social media management, email marketing and analytics tools to optimize online presence and drive targeted audience engagement.
- Proficient in the use of Microsoft Office, Internet, etc
- Well-developed soft skills which include creative thinking, communication, academic writing/freelancing, team work, good time managerial, collaboration, interpersonal and relationship skill
- Integrity, transparency, honesty and highly inquisitive.
- Ability to carry out assigned duties effectively with little or no supervision

EXPERIENCE

JAN 2023 – JULY 2023

DIGIMON RABBIT – DEVELOPER AND MARKETER

- Development and deployment of decentralized applications
- Contribute to marketing and moderation of groups of communities
- Stayed updated with the latest trends and advancements in the Web3 and cryptocurrency space to inform decision-making and development strategies.

FEB 2022 – DEC 2022

THINKIUM, REMOTE – AMBASSADOR AND BRAND BUILDER

- Develop and execute marketing strategies to promote blockchain products and services
- Conduct marketing research and competitor analysis to identify opportunities and inform the marketing campaign
- Create engagement content, including blog posts, social media posts, and email campaigns to drive user acquisition and engagement
- Utilize analytical tools to measure the effectiveness of marketing efforts and made data-driven optimizations for improved results.

PROFESSIONAL SUMMARY

As a highly motivated professional with extensive expertise in Web3 development, cryptocurrency, marketing, community moderation, and social media marketing, I have a proven track record in driving innovation and fostering business growth within the blockchain industry. With vast experience as a community moderator and a social media marketer, I am enthusiastic about taking up challenging roles related to these fields, leveraging my technical knowledge and marketing skills to deliver exceptional results and contribute to the success of cutting-edge technologies and online communities.

EDUCATION

APRIL 2016 – APRIL 2021

FEDERAL UNIVERSITY OF AGRICULTURE, MAKURDI, BENUE STATE

Bachelor of Engineering (B.Eng.) in Mechanical Engineering