

# Isaac oluwasefunmi omotayo

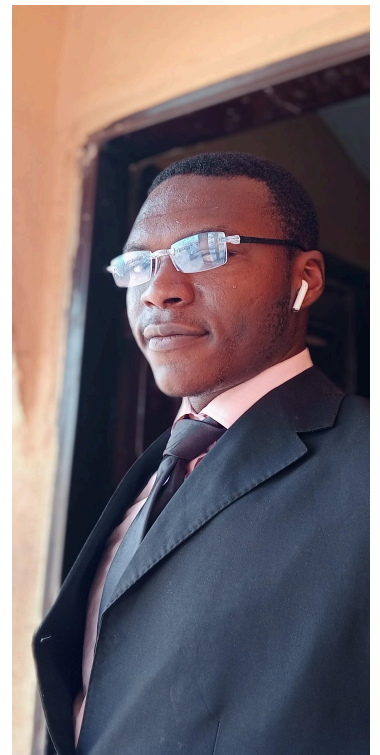
Lagos, Nigeria ST 341101  
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**Front-End Developer, HR, UI/UX, Graphics  
designer, Data analyst, Content creator & Digital  
Marketer**

Professional blockchain /Cryptocurrency enthusiast with over 15 years of experience, I am a blockchain/Cryptocurrency enthusiast who has been in the space for about 2 years now. I have experience in working with other blockchain projects as a content creator, digital marketer, community manager and event organiser in devising successful media strategies and orchestrating special events. Meticulous in managing and carrying out special events by arranging for media presence, composing written documents, booking photographers, reserving event venues and preparing eye-catching graphics. Highly adept in authoring speeches, press releases and marketing materials.

Dynamic and results-driven digital marketing professional with 5 years of experience in devising and executing innovative marketing strategies. Proficient in leveraging digital channels to drive brand awareness, engagement, and conversions. Adept at analyzing data to optimize campaigns and achieve measurable results.

Dedicated HR professional with a passion for blockchain technology and sports entertainment seeking a challenging role with FARSWAP or Rage Fan. Bringing 7+ years of experience in human resources management, along with a proven track record of success in talent acquisition, employee relations, and organizational development.



## EXPERIENCE

### **RAGE FAN, FARSWAP Remote —**

*February 2013 to August 2020*

#### **HR Generalist FARSWAP**

- - Managed full-cycle recruitment process, including job posting, candidate screening, interviewing, and onboarding for various departments.
- - Administered employee benefits programs and served as a point of contact for benefits-related inquiries and issues.
- - Conducted performance evaluations and provided guidance to managers and employees on performance improvement strategies.
- - Developed and implemented HR policies and procedures to ensure compliance with state and federal regulations.
- - Facilitated employee training sessions on topics such as diversity and inclusion, sexual harassment prevention, and safety protocols.
- - Handled employee relations matters, including investigations, conflict resolution, and disciplinary actions.
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#### **HR Assistant**

##### **Rage Fan**

- Assisted with the recruitment process by scheduling interviews, conducting reference checks, and updating applicant tracking system (ATS) records.
- Managed employee documentation, including personnel files, benefits enrollment forms, and performance evaluations.
- Provided administrative support to the HR department, including preparing reports, drafting correspondence, and coordinating meetings.
- Assisted with the development and implementation of employee engagement initiatives, such as wellness programs and team-building activities.
- Maintained confidentiality and discretion when handling sensitive HR information.

## SKILLS

- Digital Marketing and advertising
- Supervision
- Brand awareness
- Project Management
- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing
- Content Marketing
- Campaign Optimization
- Google Analytics
- Copywriting
- Data Analysis

#### **HR GENERALIST & ASSISTANT**

- HRIS and ATS Systems Management
- Compliance with Employment Laws and Regulations
- Training and Development
- Strong Communication and Interpersonal Skills
- Adaptability and Problem-Solving Abilities
- HR Policy Development and Implementation
- Employee Relations

## **Unifarm /Oropocket, Remote— Ambassador**

*April 2019 - December 2022*

- Engaged in content creation,
- All round community engagement
- Engaged in testnet and other activities
- Coordinated influencer partnerships and affiliate marketing programs to expand brand reach and drive customer acquisition.
- Executed email marketing campaigns, overseeing the creation of engaging content and analyzing metrics to refine strategies and increase open and click-through rates.

## **Seascope Network, Remote— Ambassador**

*September 2020 to July 2022*

- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Used coordination and planning skills to achieve results according to schedule.

## **Equilibrium Ambassador program , Remote — Ambassador**

*July 2020- January 2023*

- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.
- Used coordination and planning skills to achieve results according to schedule.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Executed email marketing campaigns, overseeing the creation of engaging content and analyzing metrics to refine strategies and increase open and click-through rates.

and Conflict Resolution

- Performance Management
- Talent Acquisition and Recruitment
- Team Leadership and Collaboration

## **Front-End Dev**

- Solidity
- Web3.js
- Ethereum Development Tools
- DApp Development
- React.js with Blockchain Integration
- Solidity Security Best Practices
- Blockchain APIs
- Cryptography Fundamentals
- Token Standards
- Blockchain Wallet Integration
- Cross-Chain Development
- Decentralized Identity (DID)

## **UI/UX**

- User Research
- Wireframing: Creating low-fidelity representations of user interfaces to outline structure and functionality.
- Prototyping: Developing interactive prototypes

## **UniLend Finance Ambassador program, Remote — Ambassador**

*April 2022 - present*

- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Created spreadsheets using Microsoft Excel/ doc for monthly reporting.
- Used coordination and planning skills to achieve results according to schedule.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Provided regular reports and presentations to stakeholders, highlighting key performance indicators and recommending strategic adjustments.
- Executed email marketing campaigns, overseeing the creation of engaging content and analyzing metrics to refine strategies and increase open and click-through rates.

## **Chainpet Ambassador program, Remote — Ambassador**

*April 2022 to August 2022*

- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.
- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.

to simulate user interactions and test design concepts.

- Information Architecture:  
Organizing and structuring content to facilitate intuitive navigation and usability.
- Visual Design:  
Creating aesthetically pleasing interfaces with attention to typography, color theory, and layout.
- Interaction Design:  
Defining how users interact with digital products through animations, transitions, and microinteractions.
- Usability Testing:  
Evaluating designs with real users to identify pain points and iteratively improve usability.
- Accessibility:  
Ensuring designs are accessible to users with disabilities by following WCAG guidelines and best practices.
- UI Development:  
Collaborating with developers to implement designs using HTML, CSS, and JavaScript.
- Design Tools:

## **Bat (basic attention token [brave]) Ambassador program, Remote— *Ambassador***

*March 2021 till April 2022*

- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research
- Oversee the management of the Nigeria Telegram community.
- Executed email marketing campaigns, overseeing the creation of engaging content and analyzing metrics to refine strategies and increase open and click-through rates.
- Coordinated influencer partnerships and affiliate marketing programs to expand brand reach and drive customer acquisition.
- Provided regular reports and presentations to stakeholders, highlighting key performance indicators and recommending strategic adjustments.

## **Oasis protocol Ambassador program, Remote — *Ambassador***

*September 2022 till December 2022*

- Created spreadsheets using Microsoft Excel monthly reporting.
- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.

## **Bee network Ambassador program, Remote ambassador**

*January 2023 till present*

- Engaged in comment, like and Retweet

Proficiency in design software such as Adobe XD, Sketch, Figma, or InVision for creating mockups and prototypes

### **LANGUAGES**

English Language, Yoruba, Pidgin.

## EDUCATION

### **Lagos State University**

*Obtained August 2010*

Bachelor of Science in Human Resource Management

#### **Certifications**

- Professional in Human Resources (PHR) Certification
- SHRM Certified Professional (SHRM-CP)

### **Federal University of technology, Akure — B. SC**

*Obtained November 2019*

Computer science

*Name: Isaac oluwasefunmi,omotayo*

*D.O.B: JUNE 20*