

# Johnmiracle Ejikeme

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## Summary

As a seasoned Web3 professional, I am passionate about helping projects achieve success by leveraging effective growth, marketing, trust, and community-building strategies. With a proven track record of driving results, I have built a reputation for delivering innovative solutions that help companies reach their full potential.

My expertise in both inbound and outbound marketing strategies allows me to craft tailored campaigns that resonate with the target audience and drive engagement. By combining data-driven insights with creative storytelling, I can effectively communicate a project's unique value proposition to potential users, investors, and partners.

I believe that trust is the foundation of any successful Web3 project, and I have a deep understanding of the importance of community building and engagement in cultivating a loyal user base. Whether through social media, influencer outreach, or events, I have the skills to build and maintain a strong community that drives growth and adoption.

If you are looking for a Web3 professional who can help take your project to the next level, please don't hesitate to reach out. I am always excited to work with innovative projects and help them achieve their goals.

## Experience



### Community Moderator (Africa)

Vendible

Feb 2022 - Present (1 year 7 months)

Vendible is building protocols for wallet-based DeFi applications on the Algorand network that address worldwide identity and privacy concerns for individuals, enterprises, and governments. We remain fully compliant with current regulations by coupling identity with assets. While information sharing between trading partners is open, the data connected to members and their payments are anonymous on the open network.



### Sales Development Representative

CLS Global

Jan 2023 - Present (8 months)

As a Sales Development Representative, I specialize in identifying and nurturing potential customers for Coin Liquidity Solution. My responsibilities include lead generation, appointment scheduling, and collaborating with cross-functional teams to ensure a seamless sales process. I excel at utilizing sales metrics to identify trends and opportunities for improvement.



### Marketing Partner

Bybit

Apr 2022 - Present (1 year 5 months)

As a dedicated marketing partner for Bybit.com, my primary responsibility is to drive growth and expand the user base by effectively educating and recruiting traders to utilize the platform for their trading needs. By leveraging strategic marketing initiatives and a comprehensive understanding of Bybit's offerings, I aim to create valuable engagements with potential users, guiding them toward discovering the platform's diverse range of products and services.



### **Super Champion Marketer**

**Mara**

Jul 2022 - Present (1 year 2 months)

As a dedicated Super Champion Marketer for Mara.xyz, my core responsibility revolves around identifying and recruiting influential leaders who possess the vision and capability to drive significant user growth across all Mara products. By leveraging my expertise in marketing and strategic networking, I aim to forge strong partnerships with these leaders, empowering them to explore and promote the diverse range of products offered by Mara.xyz.



### **Brand Ambassador**

**BITFLEX**

Feb 2023 - May 2023 (4 months)

At the heart of my work lies the creative process, where I ideate, edit, and develop compelling video content that captivates and grows our TikTok and/or YouTube audiences. Adapting to a fast-paced environment, I harness my creativity and efficiency to consistently deliver high-quality content that reinforces our brand's identity and messaging.



### **Content Writer**

**Digital Abundance Holding Limited**

Oct 2021 - Feb 2023 (1 year 5 months)

As a Crypto Content Creator and Creative Short Copy Writer for Digital Abundance Academy, I leverage my expertise and passion for the world of cryptocurrencies to craft compelling and engaging content that resonates with our target audience. With a keen eye for detail and a deep understanding of the rapidly evolving crypto landscape, I produce content that not only educates but also inspires individuals to embrace the opportunities presented by digital assets.



### **Campus Ambassador**

**Huobi**

Jul 2021 - Oct 2022 (1 year 4 months)

As a Huobi Global's ambassador, I was encouraged to utilize my talent and skills to promote Huobi.com platform to the community and guide interested individuals to understand more about the industry through various approach.

## **Education**



### **Niger Delta University**

**Bachelor's degree, pure and applied Chemistry**

2017 - 2021

## Licenses & Certifications



**The Fundamentals of Digital Marketing**

72M Z8V WT5



**Blockchain A-Z: Learn How to Build Your First Blockchain - Udemy**

UC-e3056fc7-d2fd-4b5a-89f4-0ff032c56de1



**Learning Personal Branding - LinkedIn**



**Editing and Proofreading Made Simple - LinkedIn**

## Skills

Web3 • Project Management • Operations Management • Product Marketing • Marketing Management  
• Leadership • Social Media Marketing • Social Media Marketing • Community Building • Blockchain