



ABIDEMI ADENLE CV

I'm a growth marketer who lives and breathes DAOs! When I'm not building coordination mechanisms within decentralized organizations, I'm Researching and creating, and managing content. I live in Lagos, Nigeria, and have been working remotely for over 2 years.

Contact information

✉ Email address: funmibidemi4@gmail.com

🐦 Twitter: [that_girlfums](https://twitter.com/that_girlfums)

🔗 LinkedIn: [Abidemi Adenle](#)

Languages

Native speaker:

English, Yoruba, Pidgin, and a tiny bit of French

Education

Bachelor's Degree in International Relations

2018 (BA)

University of Ilorin, Ilorin Nigeria.

Product Marketing

May 2021 – June 2021

Treford Institute of Marketing

Work experience (web3)

Title - Marketing Coordinator

Bankless Africa, *Remote*

- Coordinate and design team/administrative workflow
- Research and develop content strategies for all social media channels and media products

- Monitor, analyze, and document online trends using search engine tools
- Build and manage email marketing funnels and manage content calendar
- Develop content distribution strategies
- Write SEO content

Title - Assignment editor

Good Morning News, Remote (April 2022 till present)

- Research and aggregate credible cryptocurrency/web3 news daily
- Monitor snapshot votes
- Write news summaries daily

Work experience (web2)

Title - Growth Marketer

Ekolaundry, Lagos Nigeria – (January 2021 - October 2021)

- Managed partnerships and built relationships with startups on a B2B capacity
- Worked closely with brand ambassadors and evangelists to build a strong community
- Wrote and designed monthly email marketing newsletters
- Deployed, tracked, and analyzed online advertisement performance.
- Oversaw content marketing strategy for the company website and socials.
- Built sales funnels using email marketing platforms and landing pages.

Title: Content Marketer (Intern)

erpSOFTapp Intern Content Marketer (September 2020 – January 2021)

- Designed website structure using real-time data from Google analytics and Google search console.
- Created and wrote long-form Optimized content for the company website.
- Created social media marketing (Twitter, Instagram, and YouTube) content using Canva.

Web3 and DAO articles

Faces of web3

- [Slaying Moloch: How DAOs can end world confusion, non-cooperation, and disorder.](#)
- [How DAOs can change the way we work](#)
- [How to start earning in DAOs](#)
- [Skills you need to thrive as a DAO contributor](#)

Gitcoin DAO Tooling

- [The Greatest LARP Intro and the final battle](#)
- [Scaffold.ETH](#)

Wonderverse

- [Building in a bear market](#)

Bankless Africa Governance Newsletter

- [Growing Governance](#)

▼ Tools/Technology

I've been using Notion for over two years now. It has become my personal and professional tool to manage projects I'm involved in/keep track of things. As someone who's interested in coordination around teams and tasks, it's become language!

Others: Discord, Coordinape, Forum, Snapshot.

▼ Soft Skills

As a DAOist, one of the most important and relevant skills I've picked up so far is being a self-starter. I'm now able to recognize where ownership is needed and step up to it without needing permission or excessive hand-holding.

Others: Coordination, Self-governance, Stewardship, Empathy, Communication, and Collaboration.