

MICHAEL ARINZE



arinsmart100@gmail.com @

+234 705 380 9036 ☎

Lagos Nigeria 📍

OBJECTIVE

Outgoing, personable community and business management professional skilled at maintaining orderliness in large virtual and physical communities. Expert leader with a history of progressively increasing responsibility in community management positions, knowledge of Cryptocurrencies, DeFi, NFTs, Cex, Metaverse, Dex, Trading and experience as ambassador for several projects. Able to manage create engaging content for the growth and engagement of communities, develop business partnership, and speedup companies profit growth. Can-do attitude and excellent team player. High emotional intelligence and sensitivity to the needs of community members.

SPECIALISATION

Community, Business and Marketing Development Expert

EDUCATION

APtech Collage Enugu, Nigeria Digital And Brand Marketing	2015 - 2018
---	-------------

University of Nigeria, Nsukka Material & Metallurgical Engineering	2018 - Date
--	-------------

SKILLS

Solid communication skills Writing and Editing Skills Event Planning Content Creation
Computer Literacy Ms Office (Word, Excel, PowerPoint) Excellent use of social media Marketing Strategy
Team building Orderliness & business management

LANGUAGES

English
African Languages

PROJECTS

Kucoin Africa Entrepreneurs Conference

The project hosted to increase the awareness of blockchain tech, its opportunities and create adoptions of kucoin exchange.

Findora hackaton

Training developers to adopt findora blockchain network.

Bitcoin Pizza Day conference

To bring crypto and web3 enthusiasts together to learn and share idea together as we celebrate the first recorded crypto transaction.

Kucoin Campus Army Meetup

To teach and educate the value of blockchain technology, cryptocurrency and adoption.

EXPERIENCE

Kucoin Exchange

2021 - 2022

Nigeria Business Development Manager

Community Management:

Develop local communities.

Assist in managing the African community.

Act as face of the project in my local communities

Marketing:

Work directly with the Nigeria business developer, to help create business strategies and implement them.

Created campus kucoinArmy to help preach the vision of the project and attract more active signup.

Create events to help convert 30% of sign up to active traders.

Hosting of offline and online events like, meet up, AMA, contest etc.

Act as project Nigeria collab manager, to fetch new partners, sponsors, and collaborators for effective partnerships and growth.

HOSTED and organised the biggest kucoin Nigeria Campus tour (KUCOIN ENTREPRENEURS CONFERENCE ESUT

Create, translate, and proofread content for company, focusing on the local market.

Moderate the global and regional social media, platforms, and chat groups and interact with the community to increase positive engagement.

Explore new community-friendly platforms to facilitate the expansion of the local user base and awareness.

Assist in organizing online and offline events and meet-ups.

Assist with team recruitment and relationship management.

Share market feedback and user suggestions with relevant functional teams in HQ.

Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and other platforms.

Conduct research and interviews to learn more about current trends, developments, and perceptions about the subject matter.

Support with development and management of corporate clients.

Analysis and reporting of market growth, surveys, etc.

Assisting the creative team with the design of promotional materials.

Using social media to engage users, respond to questions or complaints, and to promote company initiatives.

Findora Blockchain

2020 - 2022

Community Development Manager

Oversaw the creation, growth and management of several local communities to create awareness about the FINDORA project, including the onboarding of new members and management of activities

Provide community service support, responding to queries and concerns of members of the community and treating them accordingly

Worked with the team to create timeless marketing strategies for the generation of leads and growth of the project.

Fusotoa Protocol

2019 - 2022

Community Service & Collab Manager

Actively involved in creating marketing strategies for the growth of the online community, growing membership to 127,000 from just 1,000 when I joined the team.

Provide community service support, responding to queries and concerns of members of the community and treating them accordingly

Created varying kinds of content for the promotion of the project including articles, graphic designs, memes, infographics, and video animations.

Fairy Swap Dex

2019 - 2021

Community Manager & Moderator

Created and managed a local community of over 35,000 members, providing community service support to members and satisfying all of their needs.

Worked with the team to provide Community service support to the African community, servicing member needs and engagements.

Created varying kinds of content for the promotion of the project including articles, graphic designs, memes, infographics, and video animations.

CoinEx Exchange

2021 - 2022

Business Influence Ambassador

Assigned to over see the community growth, development, and expansions.

Managing and working with the marketing team to ensure the growth of the community.

Moderating and working with moderators to keep the community clean and sound.

Drafting community growth proposals to help grow the community

Hosting and organising online events like AMA, contest etc.

Aurora Network

2022 - Present

Africa Regional Community and Partnership Manager

Created and managed a local community of over 400 members, providing community service support to members and satisfying all of their needs.

Worked with the team to provide Community service support to the African community, servicing member needs and engagements.

Created varying kinds of content for the promotion of the project including articles, graphic designs, memes, infographics, and video animations.

Creating marketing, collaboration, and technical partnership strategies.

Hosting local communities Meetups, online AMA sections, and increasing Aurora awareness around African Market.

Unidef

2022 - 2022

Senior Community Executive

Coordinating Junior Community Executive to assist them to grow a perfect working environment and give the right work input towards the adoptions of the project.

Employ, train and onboard new community executives to the team.

Supervise marketing activities, give reports and best strategies to upscale the marketing result.

Managing and directing community activities.

Creating online marketing contents, social media marketing and penetration my network with the awareness of Unidef decentralized Network.

Shilling, and local community management.

Hosting local meetups, AMA etc.

OV Marketing Manager Define marketing strategies that support overall objectives of the organisation vision. Develop a marketing plan and oversee its day-to-day implementation and activities. Network to create and nurture strategic partnerships. Design and coordinate PR campaigns and promotional materials across a variety of channels. Organize, plan, and oversee the following executions: Protocol go-to-market events Content marketing Social media management Press relations Event coordination. Coordinate partnerships and collaboration that will interest our clients.	2022 - Present
Xterio Community Moderator Act as paid Voluntary Community services manager and moderator. Answer and report the questions of users and followers in the community. Work closely with CMO on engaging campaigns to attract new users and boost community engagement. Communicate the visions of the project to the community, and help the community to fully understand the project current direction.	2022 - Present
Stakeholders in Blockchain Association of Nigeria SIBAN Associate Member Help to build blockchain adoption in Nigeria and Africa. Create and coordinate research, build communities, and expand the awareness of blockchain and Cryptocurrency. Work with the team as a volunteer community and business development.	2022 - Present
Blockchain Democrat Co-Founder Growing the awareness of blockchain technology, metaverse, web3, cryptocurrency, and DAO around Africa local communities. Reaching out and nurturing new technologies into the blockchain ecosystem. Creating a friendly and entertaining atmosphere for cryptocurrency adoption	2021 - Till date

ACHIEVEMENTS & AWARDS

Month of November, December Best community growth manager Fusotao 2021. Findora Best Community Co-ordinator first quarter of the year 2022. Best Human Resources and Marketing Manager month of August Unidef

REFERENCE

Nnamdi Moses - "Kucoin Exchange "

Africa P2P Manager
infoxfinesnig@gmail.com
+234 815 201 5545

SOCIAL NETWORK

Linkedin

<https://www.linkedin.com/in/arinze-michael-65104a234>

Twitter

<https://twitter.com/smartgods042>

Medium

<https://medium.com/@arinsmart100>