



# Melchisedeck Leonard

Community Manager & Moderator

A community developer, manager, and social media marketer with more than 2 years of professional experience working with various international brands and communities. Very outstanding social media presence, engaging content and community building.

## Contact

### Phone

+255786655089

### Email

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### Address

Bunju A, Dar es salaam

## Education

2017 - 2020

### BA in International Relations

Centre for Foreign Relations

## Expertise

- Community developing and managing
- Social Media
- Online community management
- Communication
- Content creation
- Strategy, offline community management

## Language

English

Swahili

## Experience

### 2022 - On going

Filecoin Orbit Community Program Tanzania, Remote

#### Assistant Community Manager (volunteer)

- Assisting the creative team with the design of promotional materials
- Conduct research and interviews to learn more about current trends, developments, and perceptions about the subject matter
- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and other platforms
- Assist in organizing online and offline events and meet-ups
- Explore new community-friendly platforms to facilitate the expansion of the local user base and awareness
- Share market feedback and user suggestions with relevant functional teams in HQ

### 2022 - On going

GetPaid Africa, Remote

#### Brand Ambassador (Volunteer)

- Grow and manage local online communities on the company platform
- Moderate the social media, platforms, and chat groups and interact with the community to increase positive engagement
- Assist in organizing online and offline events and meet-ups
- Conduct research and interviews to learn more about current trends, developments, and perceptions about the subject matter
- Share market feedback and user suggestions with relevant functional teams in HQ

### 2022 - (1 month)

GreyFinance, Remote

#### Influencer Marketing & Campaign (Paid Partnership)

- Increase mobile app download through social media campaign
- Improve brand reputation into the community through newsletters
- Authentic content generation on various social media platforms
- Increase traffic on the company's social media platforms

## Skills

- Strong understanding of blockchain-related trends and strong interest in crypto culture
- Launching community initiatives including building an online forum, starting an ambassador, creating events and writing newsletters
- Familiarity with online platforms such as Twitter, Discord, Facebook, Instagram, Telegram and LinkedIn
- Proven community management experience with strong ownership and emotional intelligence