

# Abiodun Adeoye

DeFi Marketing | Growth Hacking | SMM | Web3 Marketing

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**Website:** [www.web3broadcast.org](http://www.web3broadcast.org)

## EXPERIENCE

### Clip Finance — *DeFi Marketing Manager*

May 2024 – June 2024 (CONTRACT)

Job Description:

- Organize Onchain & Offchain Campaign
- Development of Branding Strategy
- Management of Web3 social media channels
- Partnership with other DeFi Projects and KOLs

### Web3 Broadcast — *Founder*

2021 - PRESENT

Job Description:

- Founder and Project Manager
- Create Contents on a daily basis
- Manage all social media channels
- Design Contents graphics

### Biokript Exchange — *Web3 Marketing Specialist*

2023

Job Description:

- Secure partnership with influencers and projects
- Develop marketing strategies
- Be in charge of project listing
- Take care of other marketing activities

### Dsdaq Exchange — *Africa Regional Manager*

2021 - 2022

Job Description:

- Secure partnership deal
- Develop Programs and events
- Research on New Features for Dsdaq
- Set up team in other African Countries to promote Dsdaq in their Local Areas.
- Source for P2P Merchants for partnership.

## PROFILE

Ability to Lead, Strategize and Take up Challenges. Working in Team and Learning New Skills, Fluent in English language, Remote Working.

Business Management & Entrepreneurship Skills, Leadership Skills, Proficiency in Microsoft Application Packages, Business Communication Skills, Digital Marketing Specialist.

Adequate knowledge of Blockchain Technology, Cryptocurrency, Ethereum, DeFi, Smart Contract, ICO, IEO, DAO, IFO, DAPP, NFTs, WEB3, Staking, Metaverse, Farming.

Conversant with major social networks such as, Facebook, Twitter, Telegram, YouTube, Instagram, Reddit, Discord, Slack, Medium, LinkedIn.

Good knowledge of Customer Support Tool.

## TRAINING & OTHER COURSES

- ❖ Blockchain and Cryptocurrency Evolution
- ❖ Fullstack Digital Marketing
- ❖ Application of Blockchain in Industry
- ❖ Seminar on Future Technology
- ❖ Leadership and Management Training
- ❖ Introduction to Defi and Web3
- ❖ Introduction to NFT
- ❖ SEO, Content Creation and Email Marketing

## **Dsdaq Exchange — Listing Manager**

2020 – 2022

Job Description

- Source for potential crypto project to list
- Complete negotiation
- Receive payment and remit to the accountant
- Collect and forward token information to the tech team
- Design listing event and activities

## **Next Gen Token Project — CMO**

2022 - 2022

Job Description:

- Research on marketing channels and Partnership opportunities for the project.
- Plan the marketing and promotional activities.
- Coordinate the Community moderators.

## **Mezovest Ltd — Fullstack Digital Marketer**

2020 - 2022

Job Description:

- Develop and Implement Marketing Plan
- Management of all social Media Account
- Develop Social Media Marketing Content

## **EDUCATION**

**University of Lagos, (2022 - 2024) — MSc**

Program: *Diplomacy and Strategic Studies*

**University of Lagos, (2019) — BSc**

Program: *Industrial Relations and Personnel Management (HRM)*

**New Age Institute, (2016) — BMP**

Program: *Business Management Professional*

**New Age Institute, (2016) — PMP**

Program: *Project Management Professional*

**Artech Business Ltd, (2015) — Digital Marketing**

Program: *Digital Marketing Specialist*