
ALOLA OLAYINKA

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Summary

Results-driven Social Media Manager & Community Growth Strategist with over 3 years of experience in content creation, audience engagement, and digital marketing. Proven expertise in crafting compelling narratives, increasing brand visibility, and driving audience interaction through data-driven social media strategies. Adept at managing multi-platform campaigns, planning editorial calendars, and fostering online communities for blockchain and fintech organizations.

Key Skills

- Social Media Strategy & Growth
 - Content Creation & Copywriting
 - Community Engagement & Management
 - Social Media Calendar Planning
 - Analytics & Performance Tracking
 - Brand Storytelling & Marketing
 - Multi-Platform Management (Twitter, LinkedIn, Instagram, Facebook)
 - Blockchain & Web3 Industry Expertise
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Work Experience

Elementary Garden NFT – Community Manager Dec 2022 – June 2023

- Increased community size from 50 to 2,000+ through strategic outreach and consistent engagement.
- Organized Discord channels for better accessibility, improving user experience.
- Hosted regular AMAs to connect the team with the community and foster transparency.

Crypto Bootcamp Community – Community Moderator March 2023 – Sept 2023

- Developed impactful content aligned with crypto trends, driving higher engagement.
- Gathered user feedback to enhance community initiatives and strategy alignment.
- Moderated discussions to maintain a positive and engaging environment.

Fintech Watch – Community Manager Nov 2023 – Present

- Spearheaded brand awareness campaigns, leading to a 30% increase in organic traffic.
- Crafted engaging social media content, resulting in a 50% boost in audience retention.
- Implemented Twitter Space discussions and LinkedIn thought leadership articles, expanding the community by 5,000+ members in under a year.

International Council of Registered Blockchain Professionals (ICORBP) – Social Media Manager OCT 2024 – APRIL 2025

- Increased engagement by 65% through strategic content planning and targeted community interaction.
- Developed a structured social media calendar, ensuring consistent and impactful messaging across platforms created and published content 4 times a week on LinkedIn, Twitter, Facebook, and Instagram, leading to a 40% rise in audience growth.
- Implemented data-driven marketing strategies, boosting organic reach and follower engagement by over 50% in six months.

Volunteer Experience

LiveTwitch Project: Community Lead Oct 2024 - Dec 2024

- Managed an active and vibrant Telegram community for \$LiveTwitch.
- Fostered meaningful interactions and boosted member retention with engaging updates.
- Supported project growth by addressing user concerns and building trust.
- Strengthened project visibility through strategic social campaigns.

Pet Legends: Community Manager and Game Advocate June 2023 - Dec 2023

- Promoted the 3D MMORPG modern-fantasy adventure game, focusing on its unique features.
- Built excitement through sneak peeks, game updates, and user feedback sessions.
- Organized community challenges to drive engagement and increase retention.
- Assisted in developing user guides to onboard players effectively.

Education & Certifications

Bachelor of Technology in Animal Nutrition and Biotechnology – LAUTECH, 2023

Certificate in Blockchain Studies – Althash University, 2023

TEC00 DeFi Academy – Community Management, 2020

TOOLS & PLATFORM

- Twitter, LinkedIn, Instagram, Facebook, Telegram
- Hootsuite, Buffer, Canva, Google Analytics
- Discord, Notion, ChatGPT (for content ideation)

Additional Information

Languages: English (Fluent)

Hobbies: Gaming, reading, and traveling

Availability Full-time/Contract/Flexible