

MSFAVEUR

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SUMMARY

Known for developing strategies that attract users and investors.

With adept knowledge of web3 and blockchain with 1 year of experience as a Project strategist and Social media manager for web3 projects and 2 years of experience as a Copywriter for web2 brands.

Proficient in using trends and raw data to craft narratives, develop innovative strategies that drive growth and craft content that boosts visibility, engages audiences, and turns readers into loyal users and investors.

TECHNICAL SKILLS

- **Data-Driven Strategies:** Experienced in using data to guide decisions, project growth strategies and improve outcomes.
- **Market Research:** Strong ability to study the market and identify opportunities for project growth.
- **Creative Problem-Solving:** I develop unique solutions to challenges, ensuring projects are memorable and impactful.
- **Collaboration Potential:** While I've worked independently, I'm ready to work with teams, bringing ideas together to achieve shared goals.
- **Community Building:** Skilled at growing and engaging blockchain project communities.
- **Creative Campaign Design:** Proficient in developing unique and engaging campaigns that attract and retain users while aligning with project goals.
- **Leadership and Project management:** Adept at leading and managing initiatives across various domains, ensuring alignment with business and project goals.

WORK EXPERIENCE

Head of Research and Strategy - Bita Agency

- Conducted market research to identify trends in the recruitment industry.
- Analyzed the talent market to understand client and candidate needs.
- Worked on strategic initiatives to strengthen the agency's position in the recruitment sector.
- There was a spike in growth by 15% within the first month

Project Strategist - Tendr

- Designed a strategy that increased the market cap by 400% through improved token utility, product features, and partnerships.
- Curated targeted campaigns and community incentives, boosting community growth and engagement by 20%.
- Enhanced brand presence on X through strategic influencer collaborations, targeted content, and UGC.

Project Growth Strategist - Aquacoin

- Improved brand positioning and communication on X, leading to an increase in followers from 218 to 687 within 3 hours.
- Boosted game interaction and community engagement using strategic campaigns and gamified incentives.
- Led partnerships and presale activities.

Content marketer - Xei project

- Created informative, benefit-driven content that highlighted the project's USP, strengthening its position in the DePin market and expanding its audience reach.
- Executed a bullish content marketing strategy that increased buys on launch day.
- Developed educational materials that clarified the project's value and mission, helping secure a \$60,000 presale raise.

Content strategist - X-Alpha

- Created and managed a 7-14 days content calendar focused on educational and informative.
- Developed a consistent content strategy highlighting milestones and promotions to attract users.
- I utilized X algorithmic engineering to boost engagement and users feedbacks.

Ambassador - Kupia Security

- Maintained active communities on Telegram and Discord.
- Acted as a liaison between protocols/projects and Kupia Security.
- Designed compelling content to boost interest on X.
- Negotiated with tier 1 and tier 2 projects to promote the need for security audits using Kupia Security's workforce.

Achievements

- Created narratives in undervalued markets like Tendr.
- Promoted blockchain security with minimal costs.
- Gained recognition among top chads in the web3 space.