

VICTOR PAUL

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PROFILE SUMMARY

A digital marketing specialist with deep expertise and experience in social media marketing and Community management with a keen interest in technology, sales, investment and finance. Garnered skills in content writing, web content management system, creating and improving social media campaigns to meet crypto project goals.

EXPERIENCE

NASDEX- Remote

Community Manager and Growth Marketing Lead

Oct 2021- March 2022

- Responsible for managing its social media pages including Twitter and LinkedIn
- Responsible for planning and implementing the overall communication of the brand across its social media platforms to align with its goals and objectives.
- Responsible for creating content for the project's medium blog to reflect the project current activities, goals and objectives.

Veraswap Protocol- Remote

Social Media Manager

Mar 2021- September 2021

- Managing its social media pages including Twitter and Reddit
- Planned and implemented overall content calendar for its social media following.
- Created content in text and graphics that raised brand awareness and communicate goals of the brand.
- Responsible for implementing strategies that saw the project Twitter page following increase to 30,000 with corresponding increase in quality engagement.

DXY Finance- Remote

Community Manager and Content Writer

Nov 2020 - June 2021

- Responsible for management of Twitter page of DXY Finance.
- Planned and implemented overall content strategy for Twitter page that matched DXY Finance goals and activities.
- Responsible for day to day content scheduling and posting.
- Monitored online presence of the brand to strengthen follower's relationship
- Researched, created and published content around cryptocurrency finance that matched the goals and objectives of DXY Finance.
- Managed and edited all content to suit updates to the project activities as they come in real time
- Developed content that focused on technical issues that arose with DXY Finance Protocol and its underlying solutions.

YFI - Remote

Community Manager and Content Writer

Oct. 2020- Jan 2021

- Managed Twitter page to drive awareness and increase followership.
- Created content that reflect with the overall goal and activity YFI Business Finance.

- Responsible for direct communication with community on YFI Business social media.
- Created Medium blog content, promotional materials and managed social media Channel
- Ensured that content written matched the overall goals and activities obtainable within the company.
- Designed creative content that matched and expressed ideas within written content.
- Developed content for the project's whitepaper.

SHRINK Token- Remote

Social media manager and Growth Strategist

Jun 2019- Sep 2020

- Managed social media pages for the Shrink token project
- Created content that reflect with the overall goal and activity of the brand.
- Monitored online presence of the brand to strengthen follower's relationship.
- Ensured that content written were SEO friendly.

ArcFinance - Remote

Growth Marketer

Apr 2019- Sept 2019

- Devised strategies and road map that helped to build awareness for the event on social media.
- Developed, scheduled and updated Facebook page with content that related to the activities that led to the event build up.
- Developed social media awareness campaigns that led to increase in sales of tickets for the event 🎫
Worked with a team of social media influencers to increase organic reach for the event page.

Propel

Social Media Manager

Jul 2020 - January 2022

Media and Outreach lead

- Effectively planned social media strategy and effectively managed scheduling.
- Delivered social media monitoring and effectiveness reports of rise in engagement by 69% to senior management.
- Built social media presence by maintaining a solid online presence and creating engagement that led to conversion.
- Promoted events, meetups, products and contents over social media in a way that is consistent with the brand and social media strategy.

BONDEX (Web3) - Remote

Assistive Community Manager and Content Writer

Jun 2022 - Present

- Responsible for management of Discord page of Bondex
- Planning and implementation of overall content strategy for Discord page that matched Bondex goals and activities.
- Responsible for day to day content scheduling and posting.
- Monitored online presence of the brand to strengthen follower's relationship, mostly that of the projects swift migration from TG to opening a Discord Channel
- Researched, created and published content around Cryptocurrency and Web3 that matched the goals and objectives of Bondex.
- Managed and edited all content to suit updates to the project activities as they come in real time.
- Developed content that focused on technical issues that arose with Bondex.

- Created Quiz Bot for weekly Community quiz which enlightens the Community on Web3 and Blockchain technology.

EDUCATION

- **Bachelor of Science (BSc.) in Real Estate.**

- **VOLUNTEERING EXPERIENCE**

- **Team Member (Remote)**

Humanitarian Mapping Exercise

- Geohazard Risk Management Initiative in collaboration with Precise GIS and Crystal Drones Services.

ADDITIONAL CERTIFICATIONS & TRAININGS

- Planning and Decision Making | Project Management Foundations - FUTURELEARN, 2019
UI/UX Fundamentals – UDEMY, 2021
Google certified digital marketer (2018)
- Content Marketing, E-marketing Institute (2018)

ADDITIONAL SKILLS

- Familiarity with Wordpress content management system.
- Proficient in the use of Medium post formatting.
- SEO editing and Keyword research skills.
- Excellent use of Grammarly.
- Facebook Advertising
- Twitter Advertising
- Basic Graphic Design with Canvas, Photoshop, Illustrator,