

UDIDA CYPRIAN

Content, Marketing & Growth Strategist / Blockchain Enthusiast

Lagos/Enugu | LinkedIn-Udida Cyprian | udidacyprian123@gmail.com
| Twitter-@cythecreator

OBJECTIVE

To drive measurable business growth by leveraging my expertise in digital marketing, content creation, and product strategy. I build and execute data-driven campaigns that increase engagement, scale communities, and convert attention into revenue. As a freelancer, I help brands optimize user experience, strengthen their online presence, and achieve consistent, scalable results in global and remote environments.

SKILLS

✓ **Content Marketing & Strategy:**

Content planning, storytelling, audience growth strategies, and brand positioning for digital platforms.

✓ **Content Creation (Freelance):**

Writing, editing, and producing engaging content focused on Web3, blockchain, cryptocurrency, and emerging technologies.

✓ **Social Media Management:**

Community building, content calendars, engagement strategies, and growth optimization across multiple platforms.

✓ **Community Engagement & Growth:**

Building and nurturing online communities, managing discussions, and driving user participation and brand loyalty.

✓ **Campaign & Event Promotion:**

Planning and promoting online and offline campaigns, workshops, and educational events to increase awareness and engagement.

EXPERIENCE

Roqqu | Campus Ambassador

2023-2024

- Promoted Roqqu's cryptocurrency products and services within the university community, driving user acquisition and platform adoption.
- Organized educational events, workshops, and campaigns to increase awareness of blockchain technology and digital assets among students.
- Engaged directly with students to onboard new users, providing guidance on account setup, trading, and platform features.
- Created and distributed digital content that boosted student engagement and increased awareness of Roqqu's offerings.

- Served as the key liaison between the company and the campus community, strengthening brand visibility and trust among young crypto users.

BlockchainUNN | Core Team Member – Content Lead & Promoter

2024-2026

- Serving as a core team member of BlockchainUNN, a student-driven blockchain community focused on advancing Web3 education and innovation across African universities.
- Leading content strategy and promotional campaigns, creating educational materials that simplified blockchain, Web3, and emerging technologies for students.
- Organizing and supporting workshops, webinars, and community initiatives to teach digital skills and blockchain fundamentals.
- Spearheading awareness campaigns that increased student engagement with blockchain opportunities, career development programs, and innovation within the university ecosystem.
- Collaborating with team members and partners to expand the community's reach and strengthen its presence within the broader African Web3 ecosystem.

NoOnes (<https://noones.com>) User Support & Growth Specialist

2024-2025

- Business Growth & Product Adoption: Led expansion of Spot Trading, P2P Trading, and Virtual Card adoption across Nigeria and the EMEA region, driving platform usage, transaction volume, and revenue growth.
- Community & Influencer Engagement: Built and nurtured relationships with community members, Key Opinion Leaders (KOLs), and business partners, increasing engagement, trading activity, and brand visibility.
- Training & Education: Conducted weekly workshops and training sessions on NoOnes products, empowering users and merchants with practical knowledge to maximize platform adoption.
- Event & Campaign Management: Organized online and offline events in collaboration with educational institutions and local communities, boosting user acquisition and product awareness.
- Merchant & Liquidity Optimization: Onboarded and managed P2P merchants, ensuring seamless trading experiences and consistent platform liquidity.
- Virtual Card Promotion: Led campaigns to drive virtual card adoption, providing hands-on support and education to users and merchants, resulting in higher transaction rates and platform integration.
- Performance Monitoring & Strategy: Tracked KPIs including trading volume, user growth, and product adoption, collaborating with core teams to optimize strategies and consistently exceed performance targets.

Gate.io (<https://www.gate.com>) | African Ambassador

2025-2026

- Represented one of the world's leading cryptocurrency exchanges, driving digital asset adoption and financial inclusion across diverse African markets.
- Spearheaded campaigns and educational initiatives to onboard new users, improve crypto literacy, and strengthen Gate.io's global community presence.

- Collaborated with international cross-functional teams to execute user acquisition strategies and increase platform engagement.
- Enhanced brand visibility through strategic partnerships, community building, and digital outreach programs.
- Recognized as a trusted community leader, fostering strong relationships within the Web3 ecosystem.

KOVO (usekovo.ai) User Support & Growth Specialist	2026-Present
› Onboarded 3,000+ new users within two months through targeted outreach, product education, and hands-on user support. › Collected and organized 300+ user feedback responses, giving the team direct insight into user needs and product experience. › Planned and managed a multi-channel user acquisition campaign, coordinating social media, community engagement, and growth activities. › Developed social media and growth strategies and secured strategic collaborations that expanded KOVO's reach, strengthened brand awareness, and supported platform adoption.	

EDUCATION

University of Nigeria, Nsukka. BENG in civil engineering	2022-2027
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ADDITIONAL INFORMATION

- › Languages: English (Fluent)
- › Interests: Blockchain Technology, Cryptocurrency Trends, Social Media Strategy, Digital Marketing