ADETOMO IWALEWA

Web3 Community Manager · Social Media Strategist

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Results-driven Web3 Community Manager and Social Media Strategist with 3+ years of hands-on experience inside the crypto and blockchain ecosystem. Specialising in building and scaling loyal communities for DeFi protocols, launchpads, AI-crypto platforms, and community tools. I bring both creative instinct and analytical rigour to every project — driving measurable engagement growth, not just vanity metrics.

9K+	65%	70%	6+
Followers grown in 2 months (Asimi Token)	Avg. engagement increase	Content reach uplift	Web3 projects delivered

PROFESSIONAL EXPERIENCE

Asimi Token

2024 – 2025

Community Manager / Social Media Manager

- Developed and executed comprehensive X/Twitter strategy that rapidly scaled the account within the Web3 rewards ecosystem.
- Created engaging crypto-native content — market commentary, product updates, and community spotlights.
- Monitored community sentiment and managed real-time responses to maintain positive brand positioning.

> **Grew X/Twitter from ~2,000 to ~9,000 followers in just 2 months — a 350% increase.**

B3X.AI

2024

Social Media Manager

- Managed full social media presence for an AI-powered decentralised exchange, translating complex DeFi concepts into accessible content.
- Produced educational thread-style content around Synthetic RWAs, on-chain trading, and product milestones — driving consistent engagement.
- Coordinated MVP launch teaser campaign that built strong community anticipation ahead of product release.

RaidSharksBot

2023 – 2024

Community Manager

- Managed community operations for a leading Web3 engagement tool serving 6,000+ Telegram groups and 3.49M+ users.
- Hosted weekly raid competitions and reward campaigns that drove organic community growth and retention.
- Produced content achieving 9,300+ impressions and 104 retweets on key posts.

Platform reached 7.02M organic interactions on X under active community management.

Seedify

2023

Community Manager

Supported community operations for one of the top NFT and GameFi launchpads in the Web3 space.
Engaged with community members across Discord and Telegram, maintaining active and positive community culture.
Coordinated with project teams to drive participation in launch events and announcements.

StaFi Protocol

2022 – 2023

Community Manager

Managed community engagement for a liquid staking DeFi protocol, translating technical staking concepts into accessible content.
Built and maintained active Discord/Telegram communities, onboarding new users and addressing technical queries.
Contributed to engagement strategy that supported protocol growth during a key DeFi expansion phase.

CORE COMPETENCIES

Web3 Community Strategy & Management
Social Media Strategy & Planning
Content Creation & Curation
Analytics & Performance Tracking
Crisis Management & Reputation Monitoring
Trend Analysis & Adaptation
Discord & Telegram Community Building
Crypto Narrative & Market Commentary

TOOLS & PLATFORMS

Management Tools

Hootsuite · Buffer · SocialPilot · Agorapulse · Canva · Notion

Platforms

X/Twitter · Discord · Telegram · LinkedIn · Instagram

KEY ACHIEVEMENTS

350% X/Twitter follower growth in 2 months at Asimi Token (2,000 → 9,000 followers)
65% average engagement rate increase across managed social media accounts
70% content reach increase through strategic posting and hashtag optimisation
45% follower growth achieved within six months across key client accounts
7M+ organic interactions on X facilitated for the RaidSharksBot community
Spearheaded crisis management plans that improved brand sentiment across multiple projects
Revamped social media bios and visual aesthetics, improving profile visits by 50%

Available for remote full-time roles & freelance engagements · Ibadan, Nigeria