

DOMINION

GROWTH MARKETING | STARTUP & BUSINESS MARKETING | COMMUNITY & BRAND AWARENESS

Telegram: @divineedem01 • divineedem40@gmail.com • seventysevenco.lovable.app

PROFILE

Growth- and community-focused marketer open to supporting startups, projects, businesses and firms. Experienced in building awareness, creating social media strategies, producing promotional content, and supporting community onboarding, with a background in crypto and blockchain. Progressed from ambassador and content roles into Chief Marketing Officer responsibilities. Skilled at translating brand messaging into community-facing campaigns, engaging online audiences, and supporting growth. Onboarded 5,000+ members across all platforms; the WhiteBIT ambassador campaign alone onboarded more than 2,000 members in six months or less. Has undertaken marketing lessons and continues to develop practical marketing expertise.

CORE SKILLS

Growth marketing • Campaign planning • Startup, project and business marketing • Crypto and blockchain marketing • Social media strategy • Awareness campaigns • Community growth • User onboarding • Content creation and copywriting • Brand advocacy • Community engagement • Partnership promotion • Campaign coordination

EXPERIENCE

Propanium — *Chief Marketing Officer (CMO)* | 2026–Present

- Lead marketing direction and awareness initiatives for the project.
- Develop and coordinate growth-focused marketing activities across relevant channels; support brand positioning, community engagement, and audience growth.

Bitget Wallet — *Awareness Campaign Contributor* | 2025

- Created and shared social media content to increase awareness of Bitget Wallet.
- Developed social media awareness strategies tailored to project messaging and audience engagement.

Bybit — *Awareness Campaign Contributor* | 2025

- Supported a Bybit awareness campaign in 2025. No numeric outcome supplied.

WhiteBIT — *Ambassador* | 2025

- Promoted WhiteBIT through social media awareness activity and community outreach.
- Supported user onboarding, bringing in 2,000+ members within six months or less.

Zbyte — *Ambassador* | 2024–Present

- Promoted the \$DPLAT token and Zbyte through targeted campaigns and community partnerships; created content and encouraged conversations to improve project visibility.

Trakx — *Ambassador* | 2024–Present

- Supported community growth through events, online engagement, and project updates; collaborated on promotional activities aligned with project goals.
- Contributed to 30% platform sign-up growth.

Chimp Exchange — *Ambassador / Writer* | 2024–Present

- Raised awareness and encouraged community engagement through content and discussions about the exchange's features and benefits.

Polytrade Finance — *Writer / Content Creator* | 2024–Present

- Created promotional content for Polytrade and the \$TRADE token, supporting awareness of its real-world asset platform through social media outreach.

Manta Network — *Ambassador / Content Creator* | 2024

- Promoted Manta Network features, focusing on its transition to Manta Pacific, and engaged community members in support of project objectives.

WiFi Map — *Writer / Promoter* | 2023–2024

- Wrote informative content promoting WiFi Map's mission and features and supported community engagement through updates and campaigns.
- Contributed to 60% community engagement growth across Zbyte and WiFi Map.

Anzen Finance — *Writer / Content Creator* | 2022–2024

- Produced content and promotional materials to support project growth and community engagement; developed outreach content to improve awareness and brand presence.

SELECTED MARKETING IMPACT

- Onboarded 5,000+ members across platforms through ambassador and awareness activity; the WhiteBIT campaign alone onboarded 2,000+ members in six months or less.
- Increased community engagement by 60% across Zbyte and WiFi Map; supported 30% platform sign-up growth for Trakx; and increased Polytrade token awareness by 30%.
- Created content and awareness activity for brands and projects including Zbyte, Trakx, Chimp Exchange, Polytrade Finance, Manta Network, WiFi Map, and Anzen Finance.

ADDITIONAL LEARNING & LANGUAGES

Undertaken marketing lessons, applying ongoing learning to campaign planning, social media awareness, content creation, and community growth. | English (Fluent) • French (Fluent) • Spanish (Intermediate) • German (Basic)