Iroh God'spower

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WORK EXPERIENCE

Growth Manager at AP Collective *April 2025 – June 2026*

- Ran end-to-end growth and KOL campaigns for **13+ clients** including **OpenLedger, Paradex, Abstract, Sophon, Anichess, Footballdotfun (Sport.fun), Higgsfield, Bae Protocol, Surf CoPilot, Miracle Chain, Crisp Predict, Fanstrike, and GetNickAI**.
- Executed **40+ campaigns and activations** end-to-end: strategy, KOL and community list-building matched to campaign scope, outreach, brief writing, draft approval, and post tracking.
- Built and managed a network of **500+ creators and KOLs** across AI, DeFi, trading, prediction markets, NFTs, and gaming, matching creator profiles to campaign KPIs for each activation.
- Managed **$500K+ in campaign budget**; on the Paradex Money Badgers launch alone, deployed **$113,790 across 8 sub-campaigns and 84 deliverables**.
- Led flagship token generation events: **$OPEN (OpenLedger) at 1B+ FDV day one**, **$CHECK (traded 2–3x above presale price post-TGE)**, and **$FUN**; grew **Surf CoPilot to 200K+ waitlist signups in under two weeks**; drove **Bae Protocol's NFT sellout** and Paradex's viral **Money Badgers** reveal.
- Activated **52 of 69 partner communities** on the Paradex launch; ran the **Crisp Predict** campaign to **238K impressions and 16.5K engagements across 122 creator posts** at an efficient **$14 CPM**.

Collaborations Manager · Funkari (Web3 / NFT) *2022 – Present*

- Ongoing collaborations and partnerships sourcing for the Funkari NFT community, securing co-marketing and cross-community deals.

Collaborations & Partnerships Manager for Web3 / NFT communities *2022 – 2024*

- Served as **Collab Manager** across multiple NFT communities (Trufflepass, WxCafé, 1Minute Web3, Hunters NFT Alpha, SpeshAlpha, Alphaverse, Qorpo) and **Operations** lead at Yplusu.
- Brokered **600+ collaborations and partnerships** across **10+ alpha groups**, driving co-marketing, community growth, and early-access demand for NFT and token launches.
- Distributed **5,000+ whitelist and mint spots** to communities to drive early-access demand.
- First collab scout promoted to **permanent Collab Manager** at WxCafé (in under 2 weeks) and Funkari on work rate and reliability; secured collaborations with top-tier projects in the space.
- Built a personal network of **~4,000 connections** spanning **10+ blue-chip projects, 50+ alpha groups, and 50+ founders**.

SKILLS

Networking · Collab & partnership sourcing · KOL & creator management · Campaign strategy · Go-to-market for TGEs & NFT launches · Negotiation · Sales · Advisory · Communication

EDUCATION

BSc Computer Science · University of Nigeria, Nsukka · Expected 2027

In crypto since 2020; active in Web3 and NFTs since 2022.