

Bolaji Oduntan

Product Strategy | Product Marketing | Growth

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📍 Nigeria (Open to Remote & International Opportunities)

Professional Summary

Product Strategy, Product Marketing, and Growth professional with experience leading product development, go-to-market strategy, marketplace design, and growth initiatives across AI infrastructure, fintech-adjacent platforms, consumer products, and digital ecosystems.

Founder of **Matchr** and creator of the **Nefe Business Platform**, with hands-on experience defining product vision, writing product requirements, designing user journeys, shaping marketplace experiences, coordinating cross-functional execution, and presenting strategic product concepts to executive stakeholders.

Combines product thinking, customer understanding, technical communication, market research, and execution to transform complex ideas into products, campaigns, and experiences that customers understand and teams can build.

SELECTED HIGHLIGHTS

- Founded Matchr, leading end-to-end product strategy, feature definition, user journeys, monetisation, QA, and production deployment.
- Conceived and designed the Nefe Business Platform, demonstrating a scalable B2B ecosystem connecting hospitality, tourism, mobility, retail, restaurants, events, and service providers.
- Directed creator and KOL operations exceeding \$110,000 across 40+ international creators supporting product launches and ecosystem campaigns.
- Supported product marketing initiatives contributing to campaigns connected with more than \$600,000 in bond sales.
- Produced more than 1,300 product, marketing, technical, educational, and campaign assets across AI infrastructure, marketplaces, fintech-adjacent platforms, and consumer products.
- Published product research and technical analysis through Substack, Mirror, Dune Analytics, and X, simplifying complex technologies for technical and non-technical audiences.

CORE COMPETENCIES

Product Strategy

- Product Strategy
- Product Discovery
- Product Positioning
- Product Requirements
- Product Roadmapping
- Marketplace Strategy

Product Marketing

- Go-to-Market Strategy
- Product Launches
- Product Storytelling
- Customer Education
- Messaging Frameworks
- Product Adoption

Growth

- User Acquisition
- Community Growth
- Creator & KOL Programmes
- Referral Strategy
- Campaign Strategy
- Partnership Marketing

Research & Analytics

- Market Research
- Competitor Analysis
- Product Research
- Customer Research
- SQL
- Dune Analytics

Leadership & Execution

- Cross-functional Collaboration
- Stakeholder Management
- Campaign Operations
- Technical Writing
- Executive Presentations
- International Community Management

PROFESSIONAL EXPERIENCE

Marketing Lead

November 2025 – Present

NefeCoin | Golden Rock Blockchain LTD

- Lead product marketing strategy supporting ecosystem growth, customer education, product awareness, and commercial expansion across international markets.
- Designed and presented the Nefe Business Platform, demonstrating a scalable ecosystem connecting hospitality, tourism, mobility, retail, restaurants, events, and digital services through curated commercial experiences.
- Developed product positioning frameworks translating blockchain products into practical customer experiences for technical and non-technical audiences.
- Established structured communication systems spanning editorial planning, weekly market intelligence, educational campaigns, referral programmes, and launch communications.
- Produced executive presentations and product demonstrations supporting commercial discussions with leadership and prospective business partners.
- Coordinated cross-functional execution across leadership, developers, designers, community managers, and regional contributors to maintain consistent product messaging.
- Managed product communication across X, Telegram, Discord, Instagram, TikTok, Facebook, YouTube, CoinMarketCap, and additional customer-facing channels.

Marketing, Community & Content Strategist

2023 – 2025

GPT Protocol (later rebranded to AIRAS, now AssetLayer)

- Directed creator marketing operations supporting AI infrastructure products across campaign planning, ecosystem communication, launch execution, and product education.
- Managed creator and KOL operations exceeding \$110,000, coordinating more than 40 international creators across AI, gaming, DeFi, and real-world asset sectors.
- Supported product marketing initiatives contributing to campaigns connected with over \$600,000 in bond sales.
- Contributed to collaborative paid-media campaigns where approximately \$3,000 in advertising generated approximately \$50,000 in purchases during launch periods.
- Produced more than 1,300 educational, marketing, technical, campaign, website, and community assets supporting product launches and ecosystem growth.
- Organised and hosted 25+ community and product sessions focused on ecosystem education, AI infrastructure, developer engagement, and product adoption.
- Created campaign frameworks, GTM materials, product documentation, creator guidelines, launch communication, content systems, and educational resources.
- Worked directly with founders, designers, developers, community teams, and creators to align product communication with business objectives.

Community Growth & Campaign Manager

2023 – 2025

MYAX

- Supported product growth initiatives for an AI-enabled creator platform focused on user acquisition, creator participation, and long-term ecosystem engagement.
- Helped develop a \$1 million GTM community campaign framework covering acquisition, retention, incentives, partnerships, and creator participation.
- Supported community expansion beyond 40,000 members and 16,000 holders through structured creator campaigns and engagement initiatives.
- Coordinated creator partnerships, educational campaigns, onboarding programmes, incentive communications, and activation strategies.
- Worked with leadership to improve campaign execution, creator participation, community consistency, and partnership communication across international audiences.
- Produced educational content, campaign assets, launch communication, and onboarding resources supporting sustained ecosystem participation.

Matchr (Founder Project)

- Founded and lead the end-to-end development of a consumer matchmaking platform centred on privacy, premium user experiences, and sustainable marketplace growth.
- Defined product vision, market positioning, business model, monetisation strategy, and long-term product roadmap.
- Designed onboarding journeys, discovery experiences, subscriptions, messaging systems, wallet architecture, payments, creator monetisation, and trust and safety workflows.
- Wrote detailed product requirements, functional specifications, engineering documentation, QA plans, implementation guides, and production workflows.
- Managed feature prioritisation by balancing customer value, technical complexity, engineering effort, commercial objectives, and release timelines.
- Built extensive documentation covering discovery ranking, marketplace logic, moderation systems, analytics, notifications, payments, subscriptions, and future product expansion.
- Worked directly with AI-assisted engineering workflows to coordinate development, testing, production releases, and continuous product improvement.

Selected Skills

- Product Strategy
- Product Discovery
- User Flows
- Product Requirements
- Product Operations
- QA
- Marketplace Design
- Monetisation
- Product Documentation
- Cross-functional Collaboration

Founder & Product Strategist

2026

Nefe Business Platform (Founder Project)

- Conceived and independently designed a business ecosystem platform connecting hospitality, tourism, retail, mobility, restaurants, events, entertainment, and lifestyle businesses through curated customer experiences.
- Developed the complete product architecture, customer journeys, marketplace logic, commercial positioning, executive storytelling, and business participation framework.
- Created executive-ready demonstrations illustrating partnership opportunities, customer engagement models, and ecosystem expansion strategies.
- Designed user journeys covering discovery, business onboarding, service recommendations, bookings, commercial participation, and cross-category customer experiences.
- Produced product positioning, feature concepts, UX flows, marketplace structures, and strategic presentations supporting executive discussions.
- Demonstrated how digital ecosystems can create commercial value while improving customer experiences across multiple business categories.

Selected Skills

- Product Strategy
- Product Positioning
- Marketplace Design
- Business Strategy
- Executive Communication
- Customer Journey Design
- Product Storytelling
- Ecosystem Strategy

Nordek / Norpay

- Supported product communication, launch campaigns, educational initiatives, and digital marketing activities for blockchain and payment products.
- Produced customer-facing educational content simplifying technical products for broader audiences.
- Assisted product launch communication across social channels and community platforms.
- Coordinated campaign planning, content development, and ecosystem engagement supporting product visibility and adoption.

Product Strategy Intern

XO Market

- Conducted market research, competitor analysis, and customer insight gathering supporting marketplace strategy and product positioning.
- Contributed strategic recommendations covering marketplace growth, acquisition opportunities, customer experience, and platform expansion.
- Presented research findings and product recommendations to leadership, supporting strategic planning and future product development.
- Worked across product strategy, growth planning, commercial positioning, and startup operations within a fast-moving product environment.