

Bolaji Oduntan

Product Marketing | Growth | Ecosystem
Strategy | Go-To-Market | Community

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Nigeria (Open to Remote &
International Opportunities)

Professional Summary

Product Marketing and Growth professional with experience supporting blockchain, AI infrastructure, DeFi, creator economy, and consumer products through product positioning, go-to-market strategy, creator operations, technical communication, ecosystem growth, and product education.

Experienced working alongside founders, developers, designers, creators, and community teams to launch products, coordinate international marketing campaigns, simplify technical products, and grow engaged communities across Web3 ecosystems.

Founder of **Matchr** and creator of the **Nefe Business Platform**, combining hands-on product strategy with ecosystem marketing, marketplace thinking, technical writing, research, and growth execution.

SELECTED HIGHLIGHTS

- Managed creator and KOL operations exceeding \$110,000 across more than 40 international creators.
- Supported campaigns connected with over \$600,000 in bond sales.
- Produced more than 1,300 product, marketing, educational, technical, and campaign assets.
- Built GTM strategies, campaign frameworks, product documentation, and marketplace positioning across AI infrastructure, consumer products, and blockchain ecosystems.
- Published technical research through Substack, Mirror, Dune Analytics, and X.
- Built Matchr from concept through production deployment.
- Conceived and developed the Nefe Business Platform, demonstrating ecosystem commerce across multiple industries.
- Designed investor-ready GTM strategies for blockchain gaming and digital marketplaces.

CORE COMPETENCIES

Product Marketing

- Product Positioning
- Product Messaging
- Go-To-Market Strategy
- Product Launches
- Customer Education
- Product Storytelling

Community

- Community
- Discord
- Telegram
- X
- Community Operations
- Community Strategy
- Community Engagement

Growth

- Ecosystem Growth
- Community Growth
- Creator Programmes
- Referral Systems
- User Acquisition
- Partnership Marketing

Research

- Market Research
- Competitor Analysis
- Product Research
- SQL
- Dune Analytics
- On-chain Analysis

Execution

- Cross-functional Collaboration
- Technical Writing
- Campaign Operations
- Stakeholder Communication
- Product Documentation
- Executive Presentations

PROFESSIONAL EXPERIENCE

Marketing Lead

November 2025 – Present

NefeCoin | Golden Rock Blockchain LTD

- Lead ecosystem marketing supporting product awareness, community growth, customer education, and commercial expansion.
- Managed \$35,000 in KOL campaigns and \$20,000 in community campaign budgets, coordinating execution, performance tracking, and stakeholder communication to support product launches and ecosystem growth.
- Designed and presented the Nefe Business Platform, demonstrating a scalable commercial ecosystem connecting businesses through blockchain-enabled customer experiences.
- Developed product messaging translating blockchain infrastructure into accessible customer-facing experiences.
- Built structured campaign systems including educational content, referral communication, weekly market intelligence, and launch messaging.
- Produced executive presentations supporting ecosystem partnerships and strategic business discussions.
- Coordinated communication across developers, designers, leadership, and regional community managers.
- Managed ecosystem communication across X, Telegram, Discord, TikTok, Instagram, Facebook, YouTube, and CoinMarketCap.

Marketing, Community & Content Strategist

2023 – 2025

GPT Protocol (later rebranded to AIRAS, now AssetLayer)

- Directed creator marketing supporting AI infrastructure launches, ecosystem communication, product education, and community growth.
- Managed creator operations exceeding \$110,000, coordinating more than 40 creators across AI, gaming, DeFi, and RWA sectors.
- Supported marketing initiatives contributing to campaigns connected with more than \$600,000 in bond sales.
- Produced more than 1,300 campaign, educational, website, documentation, and marketing assets.
- Organised and hosted 25+ ecosystem education sessions.
- Built GTM frameworks, creator programmes, launch documentation, product communication systems, and educational campaigns.
- Worked directly with founders, designers, developers, and creators throughout launch cycles.

Community Growth & Campaign Manager

2023 – 2025

MYAX

- Supported community expansion beyond 40,000 members and 16,000 holders.
- Helped develop a \$1M GTM community framework.
- Coordinated creator campaigns, onboarding initiatives, community incentives, and engagement programmes.
- Produced educational campaigns supporting long-term ecosystem participation.
- Worked alongside leadership on creator strategy and campaign execution.

Matchr (Founder Project)

- Founded a consumer marketplace platform covering product strategy, subscriptions, payments, onboarding, messaging, discovery, and monetisation.
- Defined product roadmap, positioning, user journeys, and marketplace architecture.
- Produced extensive product documentation supporting engineering implementation.
- Managed QA, feature prioritisation, production deployment, 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)

- Designed a blockchain-enabled commercial ecosystem connecting hospitality, tourism, retail, mobility, restaurants, and service providers.
- Produced marketplace strategy, customer journeys, business participation models, executive presentations, and product positioning.
- Demonstrated ecosystem growth opportunities through curated commercial experiences.

Selected Skills

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

Product Marketing & Social Media

2023

Nordek / Norpay

- Supported blockchain product launches through educational content, campaign planning, and ecosystem communication.
- Produced customer-facing educational resources simplifying technical concepts.
- Coordinated launch messaging across community channels.

Product Strategy Intern

2025

XO Market

- Conducted market research, competitor analysis, marketplace positioning, and customer insight gathering.
- Presented strategic recommendations supporting product development and marketplace growth.