Ayodeji Olupinsaye

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PROFESSIONAL SUMMARY

Entry-level digital marketer who has completed certification training in Digital Brand Marketing and applied it through hands-on case-study projects in brand strategy, SEO, and content. Brings a web3 background of 4+ years, including community management, market research, and 2+ years of technical trading, with a keen eye for trends and audience behavior. Seeking an internship or entry-level role in digital marketing to learn, practice, and grow on the job.

DIGITAL BRAND MARKETING: TRAINING PROJECTS

Hands-on case-study projects completed during the Digital Brand Marketing certification training

- Developed brand positioning, competitor research, and audience analysis for case-study brands
- Mapped customer journeys and created a 30-day content calendar with AIDA-based promotional copy
- Designed a lead magnet and built an email sequence and landing page in MailerLite
- Drafted digital advertising strategies and KPI frameworks to measure brand visibility and growth

PROFESSIONAL EXPERIENCE

Independent Forex & CFD Trader (Market Research & Analysis)

Self-employed | Remote | 2024 – Present

- Research and analyze market trends using technical analysis (price action, strategies, indicators) alongside economic data and news events to form data-backed decisions.
- Track market sentiment in real time, spotting emerging trends and shifts early.
- Apply structured risk management, including defined entries, exits, stop-losses, and risk-based position sizing, to make consistent, disciplined decisions under uncertainty.
- Keep performance records and review results regularly to test what works and refine strategy, a continuous testing and optimization approach.

Independent NFT & DeFi Trader (Web3)

Self-employed | Remote | 2022 – Present

- Researched and traded NFTs on leading marketplaces, evaluating projects by community strength, team credibility, social engagement, and market trends before taking a position.
- Identified emerging narratives and early-stage projects ahead of wider market attention through social listening, community activity tracking, and on-chain data.
- Engaged with DeFi protocols to stake, provide liquidity, and earn yield, managing risk across different platforms.

Community Moderator

Web3 Community (850+ members) | Remote | 03/2022 – 07/2022

- Welcomed and onboarded new members, answering questions about navigation and getting started.
- Engaged daily with a core group of 85–120+ active members, tracking trending discussions, project updates, and member feedback.
- Monitored conversations and worked with contributors to remove inappropriate content and enforce community guidelines, keeping the space safe and respectful.
- Curated and promoted community content, including games, stories, and member success highlights, to boost participation, engagement, and a sense of belonging.

Order Processing Intern
FX Logistics Services | Ogbomoso, Oyo State, Nigeria | 09/2020 – 01/2021

- Responded promptly to customer enquiries.
- Kept records of customer interactions and processed customer accounts.
- Collected and processed customers' deliveries.
- Kept track of orders and deliveries.

EDUCATION

Bachelor of Technology (B.Tech), Transport Management
Ladoke Akintola University of Technology | Ogbomoso, Oyo State, Nigeria | 01/2016 – 04/2022

TRAINING / CERTIFICATION

Digital Brand Marketing
Obsidian Advisory Africa, Lagos State Employment Trust Fund, GIZ | Lagos, Nigeria | 10/2026 – 11/2026

The Endura Blueprint (Technical Analysis)
RCVisionaries | Remote | 2025 – Present

Web3 Data Analytics
Metrics DAO | Remote | 2023

VOLUNTEERING & NATIONAL SERVICE

National Service
National Youth Service Corps (NYSC) | 07/2022 – 07/2023

Volunteer Coordinator
CTF Africa (Charity Tours, NGO) | 08/2019 – 09/2019

SKILLS

Digital Marketing: Brand Positioning, Competitor Research, Audience Analysis, Copywriting, SEO, Content Planning, Email Marketing, Social Media Marketing

Tools: MailerLite, Google Sheets, Microsoft Word, Excel, PowerPoint

Web3 & Markets: Technical Analysis, Research, Crypto/FX Trading, Web3 Operations

Professional: Communication, Problem Solving, Improvisation, Adaptability

INTERESTS

Marketing, Web3, Brand Strategy, Research & Analysis, Maritime Operations, Cryptocurrency, Philosophy