Divine Destiny (Baadshah)

WEB3-NATIVE GROWTH MARKETER | BRAND & MARKETING STRATEGIST | CONTENT MARKETER | COMMUNITY BUILDER

Web3-native growth marketer connecting brand communication, content marketing, community engagement and campaigns to user acquisition and measurable growth.

baadshah4015@gmail.com · https://www.linkedin.com/in/divine-destiny-950856391 · https://twitter.com/Baadshah4015

KEY ACHIEVEMENTS

100+
Startups supported
Solana Colosseum Hackathon

500+
Signups generated
LBank community & growth initiatives

~3,000
Community-driven signups
Trust & education campaign

30%
Social growth uplift
Followers & engagement during campaign

PROFESSIONAL SUMMARY

Growth-focused marketer with hands-on experience across Web3, crypto and fintech products in Nigeria and globally. I help products understand their users, communicate their value clearly, build engaged communities, develop campaign concepts and convert attention into measurable signups. My work spans brand communication, content marketing, growth strategy, community growth, campaign management, partnerships and user acquisition.

PROFESSIONAL EXPERIENCE

Growth Marketer / Project Manager — UP Finance
Aug 2025 — Aug 2026

Growth strategy, community development and partnership outreach for a Nigerian crypto/financial platform.

- Created educational and promotional content around crypto, Naira-to-crypto transactions and the product.
- Planned and executed growth campaigns to increase awareness, engagement and user acquisition.
- Conducted partnership and business outreach, including P2P merchant recruitment.
- Worked closely with the founder and team on growth initiatives and market development.

Startup / Growth Support — Solana Colosseum Hackathon
Mar 2025 — Sep 2025

Supported early-stage Web3 teams building during Solana's Colosseum Hackathon.

- Supported 100+ startups in identifying their niche, target users and ideal customer profiles.
- Provided guidance around ICP identification and positioning.
- Worked directly with early-stage Web3 startups and products.

Community Manager / Growth Lead — Mintz
Sep 2024 — Mar 2025

Community management and growth for a Web3/crypto project, building and maintaining an engaged community while supporting user-growth initiatives.

- Managed and engaged the project's online community across crypto-native platforms.
- Developed community-growth strategies focused on acquisition, engagement and retention.
- Created and coordinated community campaigns and activities.
- Supported social media and community communication.

Growth Marketer — LBank Exchange
Jan 2022 — Aug 2023

Growth marketing and community engagement within a global cryptocurrency exchange.

- Planned and executed campaigns designed to increase user acquisition and engagement.
- Engaged with the crypto community and supported user growth initiatives.
- Helped drive more than 500 signups through growth campaigns and engagement initiatives.
- Supported community and user-facing activities around the exchange.

SELECTED PROJECTS & CASE STUDIES

UP Finance — Social Media Growth, Brand Communication & Campaign Marketing

Growth Marketer / Project Manager · Aug 2025 — Aug 2026

UP Finance positioned as a simple way for Nigerian users to convert between crypto and Naira, with acquisition driven by

community, content and partnerships.
https://x.com/UPFinancehq

Solana Colosseum Hackathon — Startup growth support

Startup / Growth Support · Mar 2025 — Sep 2025

100+ startups supported in sharpening their niche and target audience
https://x.com/colosseum

Community Trust & Scam-Awareness Education

Community & Education Lead · Community programme

~3,000 community-driven signups from trust-building and educational marketing

LBank — Community-led signup growth

Growth Marketer · Jan 2022 — Aug 2023

500+ signups generated through campaigns and engagement initiatives
https://x.com/LBank_Exchange

CORE SKILLS

Growth & Marketing: Growth Marketing, Growth Strategy, Go-to-Market Strategy, User Acquisition, Customer/ICP Research, Market Positioning, Campaign Strategy, Demand Generation, Partnership Development

Community: Community Management, Community Growth, Community Engagement, Telegram Community Management, Discord Community Management, Community Campaigns, AMA Management

Social Media: X/Twitter Strategy, LinkedIn Marketing, Social Media Management, Content Strategy, Content Creation, Audience Growth, Social Media Analytics

Web3 / Crypto: Web3 Marketing, Crypto Marketing, DeFi Ecosystem, Crypto Community Growth, Stablecoin/Payments Ecosystem, Web3 User Acquisition

Data & Strategy: KPI Tracking, Data Analysis, Growth Analytics, Customer Research, Market Research, Performance Analysis

TOOLS & PLATFORMS

X/Twitter · LinkedIn · Telegram · Discord · Reddit · TikTok · Instagram · Facebook · Google Docs · Notion · Google Ads · Meta Ads · HubSpot · Apollo

CONTACT

Email: baadshah4015@gmail.com
LinkedIn: https://www.linkedin.com/in/divine-destiny-950856391
X / Twitter: https://twitter.com/Baadshah4015