

SAM DAODU

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SUMMARY

Dynamic and versatile Product Manager with a solid foundation in engineering, content strategy, and digital marketing. Skilled in product lifecycle management, user research, agile methodologies, and cross-functional collaboration. Known for delivering impactful solutions that drive user engagement and achieve measurable results.

EXPERIENCE

Web3 Content Writer

April 2024 - Present

- **Zypto Pay** | Łódź, Łódzkie, Poland · Remote
 - Executed in-depth research and developed high-quality articles on Web3 and Blockchain payments, driving audience engagement by 40% within three months.
 - Collaborated with cross-functional teams, aligning brand voice and content strategies, resulting in a 25% increase in audience retention.
 - Organized publication schedules, achieving 100% on-time delivery and reducing process delays by 20%

Crypto Content Writer

March 2024 - Present

- **Flywheel Publishing** | Lakewood, Colorado, United States · Remote
 - Led production of cryptocurrency content, publishing 5 articles weekly and expanding readership by 30% in six months.
 - Analyzed market trends to inform content strategy, resulting in a 20% boost in SEO-driven traffic.
 - Contributed to 247WallSt.com, providing insights that maintained a 50% audience engagement rate.

Content Writer & Copywriter

August 2021 - Present

- **Upwork** | Freelance
 - Optimized SEO strategies for over 50 clients, reducing bounce rates by 70% and doubling site engagement.
 - Produced 500+ articles with SEO best practices, securing 5-star client ratings from 90% of clients.
 - Enhanced brand presence for 20+ startups, boosting sales by 60% through SEO and social media initiatives
 - Spearheaded growth-focused content marketing campaigns for 15 businesses, resulting in a 45% increase in organic traffic and increased page views by leveraging advanced analytics tools and industry trends.

Copywriter

March 2023 - October 2023

- **FINPR, United Arab Emirates** | Freelance
 - Wrote over 1,000 PR articles, reached over 10K target audience, and converted 90% to paying customers.
 - Developed content marketing strategies that drove a 70% increase in token sales during peak campaigns.
 - Aligned with marketing to brainstorm and execute high-impact content, converting 90% of the target audience to paying customers.

PROJECTS

IdeaForge – Decentralized Feedback Platform

October 2024 - November 2024

- • Developed a community-driven feedback platform for startups and Web3 projects, improving feedback relevance by 30% and reducing validation time by 50% through expert matching and tokenized incentives.

Uber Scheduled Ride Feature

October 2024 - November 2024

- • Conceptualized and designed a scheduled ride feature for Uber, enabling users to book rides for specific times in advance, addressing user needs for convenience, reduced wait times, and cost predictability.

EDUCATION & CERTIFICATION

Pivot to Product Management

- **ProductDive**
 - 2024

Certifications in Writing & Marketing. Certifications in Crypto, DeFi, Blockchain & Web3

- **LinkedIn**
 - 2023

Bachelor's degree, Industrial and Production Engineering

- **University of Ibadan**
 - 2018

Certifications in Writing. Certifications in NFT & Web3

- **Udemy**
 - 2018

SKILLS

Product Management

Product Strategy, Roadmapping, User Research, Cross-Functional Collaboration, Feature Prioritization, Agile Methodologies, Stakeholder Management, UX/UI Understanding

Technical Skills

Content Writing, SEO, Analytics, Content Management, A/B Testing, Data Analysis

Core Competencies

Strategic Planning, Problem-Solving, Communication, Organization, Detail Orientation