

SAMUEL OLUWAFERANMI ADEDIRAN

Growth & Content Lead • Community Dev • Digital Marketing

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PROFESSIONAL SUMMARY

Growth & Content Lead with 5+ years growing brands, communities, and digital audiences across startups, established organizations, nonprofits, and founder-led organizations. Worked directly with **U.S.-based founders and leadership teams**, including Zach Smith (SignalDeck) and Kenny Johns (Ampleprotocol), turning ideas into content, campaigns, communities, and growth systems that attract, engage, and retain audiences.

Experience spans AI, healthcare, SaaS, fintech, Web3, B2B, B2C, e-commerce, consumer brands, hospitality, and nonprofits, with hands-on expertise across SEO, GEO, AEO, SMO, social and community platforms including Reddit, Telegram, and Discord, content strategy, product marketing, partnerships, and organic and paid growth. Strong at translating complex products into compelling narratives, building distinctive brand voices, and using research, analytics, and AI-powered tools to identify opportunities and drive measurable growth.

IMPACT SNAPSHOT

- **Multi-platform audience growth:** grew Ample Protocol's X from 12K → 50K+ followers (317%) and SignalDeck's from 4 → 60 (1,400%), both organic, zero paid spend; set up Adunni Clothings' TikTok account and ran a model vixen campaign strategy, growing it from zero to 1,000+ followers in month one to promote the brand's ready-to-wear clothing fabrics and materials.
- **Cross-platform content systems:** owned end-to-end weekly content calendars and publishing funnels at SignalDeck and Ample Protocol, spanning blog amplification, faceless video, feature spotlights, and community-native copy, with direct founder sign-off loops (Zach Smith, Kenny Johns).
- **Community lifecycle management:** built onboarding flows and AI-run engagement games that lifted Ample Protocol's Telegram/Discord activity 300%; ran Ample's Reddit from 0 to 200+ karma in 30 days using GEO/AEO principles that surfaced content in ChatGPT and other AI search results.
- **Partnership and ambassador vetting:** designed a three-part evaluation rubric to vet 100+ trader profiles at SignalDeck, built and classified a 100-person ambassador pipeline into a four-tier system, and owned partnership sourcing, vetting, and nurturing at Ample Protocol that helped drive investor interest in the \$AMPD token.
- **Product and technical QA:** used AI-assisted coding tools to test a live SaaS product (Autter) for bugs, forked its demo repo, fixed a flagged issue with passing tests, and opened a pull request.
- **NGO and mission-driven impact:** as Volunteer CDO at Flash Forward Foundation, led an Instagram revival and launched TikTok/YouTube channels; at Students for Accessible Aerospace, contributed to a 97,500+ student reach across 189 countries via 70+ articles and a 20% engagement lift; at FTBOU, generated 40,000+ Instagram views and a 45% engagement increase for a breast cancer awareness campaign.
- **Retention and funnel performance:** delivered a 25% user retention lift at Devdoot through SEO content and paid campaign support, and a 45% engagement increase at Blest Fragrance through storytelling-led campaigns.
- **Brand positioning and repositioning:** overhauled Towbee Stitches' brand identity for a 40% visibility increase, and secured Ample Protocol's founder a feature on the Base Chain Builder Spotlight.
- **Founder-level trust:** worked directly with founders Zach Smith and Kenny Johns on brand voice, growth strategy, and go-to-market decisions across Web3, fintech, healthcare, and consumer brands.

PROFESSIONAL EXPERIENCE

Head of Growth, Content & Marketing — SignalDeck (Light Water)

May 2026 – Aug 2026

Professional-grade trading journal and strategy backtester for retail traders, built around R-Multiple methodology. Supervised by founder Zach Smith. 3-month contract.

- Built SignalDeck's digital presence from the ground up, driving 1,400% organic X growth (4 to 60 followers) in the first eight weeks with zero paid spend.
- Owned a fixed weekly content calendar end-to-end (concept to publish), maintaining a direct feedback and sign-off loop with founder Zach Smith on brand-critical content.
- Led content strategy and creation to grow the CEO's personal LinkedIn presence, applying a close read of founder voice to build authentic executive presence.

- Designed a three-part evaluation rubric to assess 100+ trader profiles against a benchmark standard, with written justifications for each rating.
- Built and evaluated an ambassador pipeline of 100 vetted community partners, classifying each into a four-tier system based on fit.
- Set brand voice, tone, and quality standards for all public-facing content as final reviewer, and directed AI-generated motion and faceless video to extend storytelling into short-form video.

Chief Digital Officer (Volunteer) — Flash Forward Foundation

2026 – Present

501(c)(3) nonprofit designing and donating solar-powered flashlights to off-grid student communities.

- Own organic content strategy and platform growth, directing an Instagram revival and new TikTok and YouTube channel launches.
- Serve as editorial director for a content intern team, building a reusable footage library and a flagship donor-storytelling series.

Marketing & Community Strategist — Students for Accessible Aerospace

Feb 2026 – May 2026

Nonprofit expanding equitable access to aerospace education, mentorship, and career pathways worldwide.

- Contributed to an organization-wide quarter reaching 97,500+ students, publishing 70+ articles across 189 countries.
- Produced research-driven articles and newsletters that drove a 20% engagement increase across LinkedIn, X, and Instagram.
- Designed digital outreach initiatives that drove 50% more participation in community events within the first quarter.

Community & Marketing Strategist — Ample Protocol

2025 – 2026

Web3 IP and creator-economy protocol enabling creators, brands, and artists to register, license, tokenize, and monetize IP.

- Grew the X audience from 12,000 to 50,000+ followers in 9 months (317% growth) through organic content and ecosystem initiatives, zero paid spend.
- Built a marketing-focused Reddit account from 0 to 200+ karma in 30 days as part of a cross-platform Reddit strategy structured around GEO/AEO principles, extending reach beyond traditional SEO.
- Secured the founder a feature on the Base Chain Builder Spotlight and drove organic project visibility into AI search results, including ChatGPT.
- Set up X campaigns promoting the project's token utilities and its decentralized app, covering tokenization, ownership, monetization, licensing, and registration, working directly with founder Kenny Johns to build these out.
- Managed, moderated, and grew Ample Protocol's Telegram and Discord communities end-to-end, building onboarding flows and running AI-run community games that lifted engagement by 300%.
- Ran Zealy-based and gamified campaigns on Telegram, alongside Discord, to keep the community engaged and drive customer retention.
- Set up dedicated campaigns to grow Telegram and Discord membership numbers, and integrated AI agents into the Telegram community to optimize community activity and drive further growth.
- Owned partnerships end-to-end (sourcing, vetting, nurturing), helping generate new partnership and investor interest in the \$AMPD token.
- Led an X Spaces initiative and directed AI-generated and human-led video content to extend brand narrative across formats, maintaining a direct sign-off loop with founder Kenny Johns.

Meta Ads & SEO Content Support — Devdoot (Healthcare & Telemedicine)

Apr – Jun 2025

B2C & B2B telehealth and wellness platform connecting users to virtual consultations and on-demand medical services.

- Supported Meta/Facebook ad campaigns for both B2B clinic partners and B2C end users, aligning ad content with a broader SEO and content strategy to drive dual-sided growth.
- Produced 22+ long-form SEO-optimized articles on healthcare and medical technology, improving SERP rankings and organic traffic.
- Increased user retention by 25% through content that translated complex medical advancements for general and professional readers.
- Used Sprinklr to schedule, monitor, and iterate on content and campaign performance.

Content Strategist & Social Media Manager — Blest Fragrance

2024 – 2025

- Increased audience engagement by 45% through storytelling-led Instagram campaigns, scheduled and tracked via Buffer and Meta Business Suite.
- Built a cross-platform content and ads strategy that unified brand voice and deepened consumer relationships.

Social Media Manager — Adunni Clothings

2024

- Set up Adunni Clothings' TikTok account and built the brand's digital presence from zero across Instagram and TikTok, including founder-led positioning and paid/organic scheduling.
- Conceived and directed a human-led model vixen campaign on a minimal budget end-to-end (casting, shoot, edit), growing TikTok from 0 to 1,000+ followers in the first month and using the content to promote the brand's ready-to-wear clothing fabrics and materials.
- Drove a 30% increase in reach and sales via organic content, layering a tested paid phase on top.

Social Media Strategist – For the Breast of Us (FTBOU)

2025

Breast cancer awareness NGO focused on community-first, survivor-centered storytelling.

- Owned social strategy for the BaddieCon campaign ('Survivorship Is Reimagining Your Joy'), generating 40,000+ Instagram views through emotionally resonant, human-led video storytelling.
- Combined data-backed strategy with genuine storytelling to drive a 45% engagement increase and educate communities on breast cancer awareness.

Freelance Technical Writer – The Capital (Web3 & Digital Finance)

2023 – Present

- Write research-driven articles on blockchain, DeFi, and crypto markets, translating technical topics into accessible thought leadership.
- Apply SEO best practices across all pieces, helping establish The Capital as a credible voice in the Web3 space.

Content Strategist & Social Media Manager – Towbee Stitches

2022 – 2024

- Overhauled brand positioning and visual identity, improving visibility by 40% through a multi-platform content and ads strategy.
- Mentored junior content team members and managed cross-functional handoffs via Trello and Asana, ensuring brand consistency across channels.

Brand Advertiser & Project Manager – Helenbeddingsmore

2021 – 2023

- Led influencer partnerships and seasonal ad campaigns across Instagram and TikTok, driving audience growth and conversion during peak retail periods.
- Managed end-to-end campaign execution, strategy, creative oversight, and publishing, aligned to brand voice and revenue targets.

TOOLS & CORE SKILLS

- **Strategy & Growth:** Narrative & Storytelling, Video Content Direction, Instagram/TikTok Growth, Meta Ads Management, GEO/AEO, SEO/SEM, Content Strategy, Copywriting, Brand Positioning, Thought Leadership, Ambassador Pipeline Development, Community Nurturing, User Retention, Product Marketing, CRM, Partnership BD.
- **Process & Frameworks:** Evaluation Rubric Design, Brand Voice Governance & Editorial QA, Production Timeline & Calendar Management, Stakeholder Sign-Off Loops, Ambassador Tier Classification, Onboarding Friction Reduction, Autonomous Execution.
- **Social Platforms:** X (Twitter), Reddit, TikTok, Instagram, LinkedIn, Facebook, Discord, Telegram, Medium, Farcaster, YouTube.
- **AI & Content Tools:** ChatGPT, Claude, Gemini, Google Labs, Jasper, Midjourney, Notion AI, Canva AI, Runway, Kling AI, DALL-E.
- **Analytics/CRM/Automation:** Google Analytics, Google Search Console, Google Ads, Meta Business Suite, Facebook Ads Manager, HubSpot, Hootsuite, Buffer, Fedica, Zoho, Salesforce.
- **Design & Multimedia:** Canva, Photoshop, Illustrator, Lightroom, CapCut, InShot.
- **Project Management:** Notion, Asana, Trello, Monday.com, Slack, Microsoft Teams.
- **Community Management:** Discord & Telegram architecture, moderation systems, Reddit community seeding, AI chat assistants.

EDUCATION

- Bachelor of Engineering (B.Eng.) – Agricultural & Bio-Systems Engineering – Landmark University | Second Class Upper Division