

# **EMMANUEL OWOLABI**

## **FinTech/Web3 Content Strategist || Writer**

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### **SUMMARY**

Crypto-native content strategist with 5+ years of experience transforming complex blockchain, modular, and fintech research into compelling narratives. I specialize in founder ghostwriting, research translation, and storytelling for technical audiences — helping Web3 teams shape their public voice, explain complex concepts simply, and build trust in noisy markets.

I've written for fast-growing crypto startups, trading firms, blockchain media, and fintech SaaS companies. My superpower is bridging deep technical knowledge with clear narrative thinking, helping founders communicate their vision, protocol updates, and product innovations with precision and authority.

### **EXPERIENCE**

#### **Ghostwriter**

**KoinX (Remote) | (2025 – Present)**

- Write deeply researched, technically accurate long-form content for KoinX Books, covering crypto accounting, blockchain finance, digital asset taxation, and compliance.
- Translate complex topics (DeFi activity recording, NFT accounting, crypto revenue recognition, IFRS vs. US GAAP treatment, etc.) into clear, structured, expert-level guides.
- Collaborate closely with the KoinX Books editorial team and follow the KoinX Writing Style Guide to ensure consistency, clarity, and high editorial standards.
- Conduct extensive research across blockchain protocols, tax frameworks, and regulatory updates to produce authoritative educational content.
- Deliver polished, publication-ready manuscripts that strengthen KoinX's authority as a leading crypto tax and accounting platform.
- Ghostwrite and restructure technical content to improve flow, accuracy, depth, and reader comprehension.

### **Ghostwriter (FinTech, SaaS, Trading)**

**Quadcode (Remote) | 2023–Present**

- Ghostwrite long-form content for founders and internal experts on topics spanning market microstructure, trading rails, DeFi, and crypto market evolution.
- Translate complex financial + blockchain concepts into accessible, data-backed narrative pieces.
- Conduct in-depth research on regulatory updates, cross-border compliance, emerging blockchain infrastructure, and global fintech shifts.
- Optimize content using SEO frameworks and performance analytics (traffic, CTR, keyword ranking).
- Maintain brand consistency across product updates, educational content, and technical explainers.

### **Content Writer( Blockchain, Web3 Research)**

**DigitalPulse (Remote) | 2022–Present**

- Produce research-heavy content covering blockchain marketing
- Convert dense technical documentation into founder-ready narratives, user-focused explainers, and product positioning assets.
- Develop SEO and content frameworks that elevate organic visibility in competitive crypto environments.

### **Technical Writer & Whitepaper Researcher**

**CryptoLeaks ( Remote) | 2022–2023**

- Authored high-level whitepapers and protocol documentation for blockchain startups.
- Collaborated with dev teams to refine tokenomics, utility design, and economic modeling.
- Simplified technical details such as consensus mechanisms, smart contract logic, and protocol architecture for investor-facing content.

### **Ghostwriter**

**MyCryptoParadise (Remote) | 2022–2023**

- Produced market insights, research explainers, and macro-driven crypto analysis for C-suite voices.
- Created narratives around emerging trends: on-chain activity, liquidity flows, L2 developments, and DeFi strategies.

- Strengthened brand authority through consistent, high-quality educational content.

### **News Writer**

#### **Crypto.News (Remote) | 2022–2023**

- Covered breaking news and deep research across Web3, NFTs, L2 scaling, regulation, and blockchain innovations.
- Delivered timely, accurate stories optimized for visibility and engagement.

### **SKILLS**

Web3 research & narrative positioning · Editorial direction · Content planning/strategy · Long-form explainers · Whitepapers & technical docs · Thought leadership · News & market analysis · SEO content

### **TOOLS**

Ahrefs · SEMrush · Notion · CMS tools · Analytics · Grammarly · GDocs · Web3 research tools