

EUGENE NNAMDI

Remote-First | Website: eugenennamdi.com

PROFILE

Marketing operator with 4+ years of experience helping onchain finance products scale adoption through GTM strategy, ecosystem partnerships, technical content, and community-led growth.

Most recently helped grow [Superlend to \\$20M+ peak TVL](#) through ecosystem distribution, product launches, educational content, and partner activations across leading DeFi protocols. Experienced translating complex lending, yield, leverage, and risk mechanics into clear narratives that drive user acquisition and engagement.

PROFESSIONAL EXPERIENCE

[SUPERLEND](#) | DeFi Lending & Yield Infrastructure

Marketing Manager (Growth, Socials & Community) | Jun 2024 – April 2026

- Contributed to protocol growth reaching \$20M+ peak TVL through ecosystem distribution, partnership campaigns, and capital onboarding initiatives.
- Built Superlend's social and community presence from the ground up, generating 1M+ organic impressions within six months.
- Owned all external comms: launches, integrations, vault rollouts, and user education
- Led GTM across [Linea](#), [Base](#), [Etherlink](#), [Polygon](#), [Scroll](#), [Sonic](#), [HyperEVM](#), [Katana](#)
- Executed co-marketing campaigns and ecosystem launches with [Morpho](#), [Euler](#), [Fluid](#), [HyperLend](#), [Spark](#) +more
- Produced all content end-to-end (threads, docs, product pages, video, visuals)
- Translated complex mechanics (yield, leverage, liquidation, rebalancing) into clear user-facing messaging
- Worked closely with product, engineering, and business development teams to ensure accurate product messaging and launch execution.
- Built user feedback loops through community operations and converted insights into product and communication improvements.

[BITQUERY](#) | Onchain Explorer & Data Platform

Technical Content Writer (Freelance) | Jan 2024 – Sep 2024

- Produced technical research and educational content covering DeFi protocols, trading activity, blockchain analytics, and onchain market trends.
- Built data-driven guides leveraging Bitquery APIs to transform raw blockchain data into actionable insights for developers, analysts, and traders.
- Simplified complex protocol architectures and emerging ecosystem trends for technical and non-technical audiences.

ALGORAND FOUNDATION

Marketing Intern (Social Media) | May 2023 – Aug 2023

- Led localized GTM efforts for Algorand Nigeria
- Rebranded community → drove 60%+ growth in 3 weeks
- Conducted ecosystem research to refine positioning and messaging

EARLIER EXPERIENCE

Community, Growth & Ecosystem Operations | 2022–2024

- Managed and scaled communities exceeding 150K+ members across blockchain ecosystems and educational platforms at [Web3World Exchange](#) and [Kryptview](#)
- Supported ecosystem growth initiatives, GTM campaigns, ambassador programs, and user onboarding efforts.
- Acted as liaison between users, product teams, and engineering during testnet launches and early-stage product rollouts.
- Led community education, content production, documentation, and feedback collection across multiple ecosystems including Blockbeam ([now acquired](#))

ADDITIONAL PROTOCOL & ECOSYSTEM EXPERIENCE

- [ETHDenver](#) — Digital Support Crew (Discord & Twitch moderation)
- [Chainlink Spring Hackathon \[2022\]](#) — Contributor
- [Choice Coin DAN](#) — OSS Contributor
- [Tinyman](#) — Ecosystem Contributor

SKILLS

- Content (Strategy, Distribution, Writing & Creation)
- Growth & Sales
- Product Marketing & Go-to-market
- Technical Writing & Documentation
- Analytics

EDUCATION

B.Sc.Ed — University of Port Harcourt