

Micah Oguguo

Crypto Writer | Marketing Strategist | Blockchain Analyst

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Profile Summary

A highly driven Web3 marketing expert with extensive experience in DeFi, NFTs, and blockchain technology. Proven track record in crafting and executing innovative marketing strategies, influencer campaigns, and community-building efforts. Passionate about on-chain research and analytics and dedicated to scaling Web3 projects by leveraging the power of decentralized finance, NFTs, and real-world assets (RWA). Adept at combining technical knowledge with strategic marketing expertise to deliver impactful results in the fast-evolving blockchain ecosystem.

Professional Experience

Researcher | SteinOnchain - On-chain Research Platform

2024 – Present

- Established an on-chain research platform focused on DeFi, NFTs, and RWAs, providing deep research, news, and educational resources.
- Delivered comprehensive reports and insights on blockchain trends and on-chain data for investors, analysts, and project founders.
- Positioned SteinOnchain as a go-to source for quality on-chain analysis and decentralized finance research.

Marketing Consultant & Educator | Ethereum Nigeria

August 2022- December 2023

- Worked closely with **Ethereum Nigeria** to enhance the visibility of Ethereum projects in the region.
- Provided education and consulting services to Web3 startups, focusing on decentralized finance and blockchain fundamentals.
- Organized and led workshops aimed at increasing blockchain adoption and understanding within local communities.

Crypto Copywriter | Kadena Project Network | Docushield

March 2022 – Present

- Crafted high-quality content including instructional materials, advisory inserts, and product descriptions for NFT and crypto-related products.
- Developed engaging social media content aligned with brand tone and messaging to drive audience engagement.
- Delivered persuasive, SEO-optimized content that positioned Kadena Blockchain and its ecosystem effectively for crypto enthusiasts, boosting brand visibility.

Product Writer | Copywriter | Miners of Kadenia

April 2022 – July 2022

- Collaborated with the project owner to define project goals and deliverables, ensuring clarity and alignment with the client's vision.
- Maintained open communication with clients to guarantee content accuracy, frequently revising and updating web content and promotional materials.
- Utilized compelling and emotion-driven language to create content that increased conversions and user engagement, aligning with carefully developed buyer personas.
- Led strategic content development efforts that helped the MOK team raise over \$850,000 in their successful, sold-out IDO round on Kaddex.

Key Projects & Achievements

- Influencer Marketing Guide for Web3: Developed a comprehensive guide to launching successful influencer marketing campaigns.
- DeFi & NFT Strategy Implementation: Helped Web3 projects raise over \$1 million by leveraging influencer and incentive marketing.
- Community Growth Consultant: Provided strategic advice for organic community growth through founder-led engagement.

Technical Skills

- Blockchain Analytics: Ethereum, Binance Smart Chain, Avalanche
- Tools: MetaMask: Dune Analytics, Etherscan
- Marketing Tools: Google Analytics, Upfluence, Zealy
- Content Management Systems: WordPress, Medium
- Social Media Platforms: Twitter, LinkedIn, Telegram, Discord

Publications & Media

Blog Post on Medium - <https://medium.com/@mikazacrypto>

Twitter Thread - <https://x.com/Kazaweb3>

Regular speaker on Web3-related Twitter Spaces

Key Skills

Web3 Marketing Strategy, DeFi & On-Chain Analytics, Influencer Marketing Campaigns, NFT Marketing & Strategy, Organic Community Growth, Project Scaling (DeFi, NFTs, RWAs), Blockchain Technology (Ethereum, NEAR, etc.), Smart Contract Abstraction, Public Speaking & Networking (Twitter Spaces, Conferences), Data-Driven decision-making,