

ASIAN DICKSON UBUO

Community Growth & User Retention Lead | Tech, Fintech & Web3

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PROFESSIONAL PROFILE

Strategic Community Growth and Retention Lead with 4+ years of experience architecting high-retention engagement funnels, multi-city ambassador networks, and seamless user onboarding workflows across West Africa. Scaled decentralized communities from zero to 3,000+ active members across Telegram, Discord, and X without paid acquisition. Specialized in transforming offline event attendees into long-term product advocates and daily active users through structured 48-hour onboarding triggers, gamified educational tracks, and responsive user feedback loops.

CORE COMPETENCIES

- **Community Lifecycle & Retention:** Zero-to-One Growth, Activation Funnels, Retention Loops, AMA Production, Sentiment Analysis.
- **IRL-to-Digital Onboarding:** 48-Hour Conversion Triggers, Micro-Task Pipelines, Digital CRM & Survey Workflows.
- **Ambassador & Chapter Operations:** Quai Force Operations, Campus & City Lead Training, Decentralized Governance.
- **Platform & Gamification Management:** Telegram, Discord, X (Twitter), Notion, Zealy Task Engines, Slack.
- **Product Feedback & Intelligence:** Voice of Customer (VoC) Reporting, Product Team Feedback Loops, KPI Dashboards.
- **Moderation & Trust Architecture:** Anti-Scam Governance, Brand Protection, Conflict Resolution, User Safety Guidelines.

PROFESSIONAL EXPERIENCE

Regional Community Lead & Retention Specialist | Quai Network & Blip

June 2022 – Present

- **Organic Community Expansion:** Scaled regional ecosystem footprint from zero to 1,500+ active Telegram and Discord members across 4 state chapters, sustaining 40%+ weekly active engagement through technical AMAs and educational bounties.

- **IRL-to-Digital Conversion Funnels:** Engineered 48-hour post-event onboarding workflows at Money Moves Lagos (121 registrations), converting 55 attendees directly into active payment test channels and retaining 70% in weekly product calls.
- **Quai Force Volunteer Architecture:** Designed, recruited, and managed a framework of 15+ city and campus ambassador leads across Nigeria, decentralizing weekly meetups and reducing central operational workload by 40%.
- **Product Feedback Loops:** Synthesized 100+ user and merchant feedback reports from live activations to inform feature updates and UI improvements for the Blip digital wallet product team.

Community Manager & Growth Lead | MatchChain

February 2023 – September 2023

- **6x Community Scaling:** Scaled active Telegram community from 500 to 3,000+ members via structured daily content, weekly AMAs, and co-marketing partner campaigns, maintaining an 85% positive community health index.
- **Ambassador Supervision:** Supervised 10+ regional moderators and ambassadors using transparent KPI trackers and bounty allocations, boosting weekly community content output by 50%.

Community & Campaign Operations Manager | DualMint & Dollet Wallet

September 2023 – May 2024

- **Gamified Onboarding (DualMint):** Increased daily active users by 30% through a custom Zealy quest structure, recording 1,500+ completed educational tasks.
- **User Support & Navigation (Dollet Wallet):** Authored step-by-step wallet navigation guides and hosted live Q&As, resolving 300+ technical support tickets with a sub-15-minute average response time.

Ecosystem Ambassador & Community Associate | Flow & Klever Ecosystems

January 2021 – February 2023

- **Grassroots Mobilization:** Engaged 250+ builders across 10+ university developer hubs for the Flow African Ambassadors activation, generating 20+ hackathon team submissions.
- **Educational Content:** Published 25+ technical education guides and infographics on KVM tooling, generating 40,000+ cumulative impressions.

COMMUNITY LEADERSHIP & ACTIVATION TRACK RECORD

- **Community Speaker & Panelist (20+ Events):** INNOVATE24, SEI Nigeria Meetup, Sonic & Soda, AI Fest, Bitcoin Fest, GDG Uyo, Shardeum AKSU, University of Uyo Tech Forums.
- **Verified Community Activations:** Money Moves Lagos (121 registrations), Flow Akwa Ibom (250+ attendees), Money Moves Uyo (90 registrations), Chainbase Mixer & BeachFest (210+ registrations).

EDUCATION & PROFESSIONAL CERTIFICATIONS

- **Bachelor of Engineering (B.Eng)** | University of Uyo, Nigeria
- **Community Management Fundamentals** | Zero Academy
- **Web3 & Blockchain Marketing** | Third Academy