

ASIAN DICKSON UBUO

Experiential Marketing & Event Production Lead | Tech, Fintech & Web3

Nigeria | +234 906 524 4595 | asianubuo@gmail.com

<https://www.linkedin.com/in/asian-dickson-06aa0albb/> | <https://asiandickson.com>

PROFESSIONAL PROFILE

Results-driven Experiential Marketing and Event Production Lead with 5+ years of experience executing multi-city tech conferences, fintech demo showcases, hackathons, and high-conversion activations across West Africa. Produced 25+ physical events attracting over 2,500+ cumulative attendees, achieving up to 208% attendance over target capacity while maintaining 70%+ post-event onboarding conversion rates. Expert in transforming live events into measurable customer acquisition funnels through seamless run-of-show operations, live technical demonstrations, VIP stakeholder coordination, and closed-loop data tracking.

CORE COMPETENCIES

- **Experiential Production & Stage Ops:** Full Run of Show, Technical Demos, AV & Staging, High-Concurrency Load Testing, On-Site QR Flow Architecture.
- **Event Acquisition & Conversion Funnels:** Luma & Ticketing Funnels, Attendee Segmentation, Live Onboarding Triggers, Post-Event Retargeting.
- **VIP & Speaker Management:** Executive Hospitality, Keynote & Panelist Curation, C-Suite & Founder Coordination.
- **Venue & Multi-City Logistics:** Multi-City Tour Operations, Floor Layout Planning, Contract Negotiation, Third-Party Vendor Management.
- **Budget & Financial Control:** Event P&L Tracking, Sponsor Deliverables & Invoicing, Cost Optimization, 48-Hour Invoice Reconciliation.
- **Data & ROI Reporting:** Post-Event Conversion Intelligence, Stakeholder ROI Briefs, Merchant Integration Tracking.

PROFESSIONAL EXPERIENCE

Regional Event Management & Production Lead | Quai Network & Blip

June 2022 – Present

- **Flagship Merchant Activations (Money Moves Lagos):** Delivered 121 approved registrations and 44 verified business owners at Cafe One UNILAG, achieving a 45.4% direct commercial conversion rate with 55 attendees requesting digital checkout integration.

- **Global Launch Production:** Conceptualized and executed Quai Network's first global physical launch activation in Nigeria, mobilizing 150+ in-person attendees and onboarding 1,000+ testnet users.
- **Live Retail Payment Demonstrations (Money Moves Uyo):** Engineered live vendor checkout booths for 50 in-person attendees (90 registrations), facilitating 30+ concurrent on-chain retail payments with zero transaction failures during live stress testing.
- **Multi-City Campus & Tech Tours:** Managed end-to-end event logistics, AV production, and live stage presentations across 20+ nationwide events, directly educating 800+ students and converting 300+ attendees into active platform contributors.

African Event Producer & Lead Ambassador | Flow Blockchain

January 2023 – December 2023

- **High-Capacity Event Execution:** Directed marketing, ticketing, and production for the Flow African Ambassadors event, generating 250+ attendees against a 120-person baseline (208% of target capacity) and securing 20+ development teams for the global hackathon.
- **Production Quality & Satisfaction:** Achieved a 98% attendee satisfaction score by overseeing venue staging, multi-vendor catering logistics, and live developer demo environments.

West Africa Ecosystem Events Lead | Chainbase

October 2024 – June 2025

- **Developer & Community Mixers:** Produced the Chainbase BeachFest and Chainbase Mixer Party (120+ registrations, 90+ attendees), onboarding 45+ developers onto data indexing infrastructure with zero logistical downtime.
- **Vendor & Budget Optimization:** Cut vendor procurement costs by 18% through competitive bidding frameworks and reconciled 100% of vendor invoices within 48 hours post-event.

Regional Events & Community Producer | Mantle Network

January 2024 – September 2024

- **Experiential Brand Activations:** Designed and produced the Mantle Adventure activation for 80+ builders and creators, generating over 25,000+ organic impressions across X and TikTok.

SPEAKING ENGAGEMENTS & EVENT PORTFOLIO

- **Keynote Speaker & Panelist (20+ Events):** INNOVATE24, SEI Nigeria Meetup, Sonic & Soda, AI Fest, Bitcoin Fest, AirDAO Campus Invasion, GDG International Women's Day, Shardeum AKSU, University of Uyo Forums.

- **Verified Production Highlights:** Flow Akwa Ibom (250+ attendees), Money Moves Lagos (121 registrations), Money Moves Uyo (90 registrations), Chainbase BeachFest (120 registrations), Mantle Adventure (80+ attendees).

EDUCATION & PROFESSIONAL CERTIFICATIONS

- **Bachelor of Engineering (B.Eng)** | University of Uyo, Nigeria
- **Project Management Professional Certificate** | Coursera
- **Event Marketing & Strategy** | Third Academy