

ASIAN DICKSON UBUO

Growth & Market Development Lead | Tech, Fintech & Web3

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PROFESSIONAL SUMMARY

Performance-driven Growth and Market Development Lead with 5+ years of experience helping Tech, Fintech, and Web3 brands scale real adoption by designing custom growth funnels, high-impact activations, and user onboarding tailored to their specific numbers. Proven track record architecting zero-paid acquisition engines, expanding platform utility, and establishing commercial B2B pipelines across high-velocity emerging markets. Expert at bridging technical digital settlement infrastructure (cards, bank rails, instant on/off-ramps, decentralized protocols) with real-world merchant checkout and end-user adoption.

CORE COMPETENCIES

- **GTM & Full-Funnel Growth:** Zero-Spend Acquisition Loops, Data-Driven Conversion Funnels, Customer Onboarding & Activation, Lifecycle Retention, CAC & LTV Optimization.
- **Experiential & Field Marketing:** High-Impact Live Activations, Merchant Payment Showcases (Money Moves Series), Hackathons & Multi-City Roadshows.
- **Partnership & B2B Distribution:** Commercial Alignments, Pipeline Sourcing, Fintech Integrations, Merchant Acquiring, Cross-Functional Technical Alignment.
- **Fintech & Payment Infrastructure:** Digital Settlement Rails (NIBSS, Cards, Virtual Accounts), Wallet Infrastructure, Instant Settlement, On/Off-Ramp Liquidity.
- **Product Marketing & Education:** User Journey Optimization, Technical Ghostwriting & Thought Leadership, Data Dashboards, Executive KPI Reporting.

PROFESSIONAL EXPERIENCE

Regional Growth & Market Development Lead (West Africa) | Quai Network & Blip

June 2022 – Present

- **Full-Funnel User Acquisition:** Acquired 1,000+ active testnet users and scaled market presence across 4 major commercial hubs without paid ad spend by

designing an educational, experiential GTM launch engine.

- **High-Impact Experiential Activations (Money Moves Series):** Spearheaded live merchant payment experiences across Lagos and Uyo, generating 210+ approved registrations, onboarding 44 verified business owners, and establishing 55 qualified merchant leads for digital checkout integration (45.4% direct conversion rate)
- **B2B Fintech & Utility Pipelines:** Sourced and advanced commercial integration discussions with regional platforms (including rigitiX ticketing and Kobbo payments) to deploy zero-gas, sub-second digital settlement rails.
- **Onboarding & Retention Architecture:** Deployed structured 48-hour post-event onboarding funnels that converted over 70% of physical attendees into retained weekly community participants and active wallet users.
- **Thought Leadership & Market Positioning:** Published high-level market analyses on transaction models and decentralized scaling, generating 100,000+ organic impressions on X and establishing strong brand equity across tech and builder networks.

Growth & Campaign Marketing Manager | DualMint & Dollet Wallet

September 2023 – May 2024

- **Product-Led Growth Loops:** Lifted daily platform engagement by 30% and drove 1,500+ completed educational tasks by structuring interactive, gamified onboarding quests.
- **User Onboarding & Support:** Onboarded 500+ verified digital wallet holders through structured incentive campaigns and authored technical guides that resolved 300+ support inquiries with sub-15-minute response times.

Marketing & Growth Manager | MatchChain

February 2023 – September 2023

- **User Base Scaling:** Scaled active community and user footprint 6x (from 500 to 3,000+ verified members) through strategic co-marketing partnerships, targeted AMAs, and viral referral mechanisms.
- **Retention Optimization:** Implemented automated onboarding workflows and user feedback loops, reducing early drop-off by 25% and sustaining an 85% weekly retention index across 7 months.

Regional Growth & Marketing Associate | Flow & Klever Ecosystems[cite: 4]

January 2021 – February 2023

- **Developer & Partner Acquisition:** Directed marketing and outreach for the Flow African Ambassadors initiative, mobilizing 250+ participants (208% of target capacity) and securing 20+ builder teams for the global hackathon.
- **Ecosystem Education:** Educated 1,200+ community members and developers via nationwide workshops, technical breakdown threads, and campus tours, yielding 40,000+ impressions.

KEY PRODUCTION & SPEAKING SHOWCASES

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

EDUCATION & CERTIFICATIONS

- **Bachelor of Engineering (B.Eng)** | University of Uyo, Nigeria
- **Advanced Digital Marketing & Strategy** | Google / Udemy
- **Project Management Professional Certificate** | Coursera
- **Tech & Market Development Credentials** | Third Academy