

DANIEL SYLVESTER

Web3 Business Development & Partnerships Manager

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PROFESSIONAL SUMMARY

Results-oriented Business Development & Partnerships Manager with over 3 years of experience driving strategic partnerships, ecosystem growth, market expansion, and community development across the Web3, Blockchain, AI, DeFi, and Real World Assets (RWA) sectors. Proven ability to source high-value partnership opportunities, negotiate strategic collaborations, manage stakeholder relationships, and execute growth initiatives that accelerate product adoption and strengthen ecosystem engagement. Personally sourced 38 partnership opportunities, closed strategic partnerships, supported fundraising initiatives exceeding \$5,000, and contributed to community growth from startup stage to thousands of active members across multiple blockchain ecosystems. Strong communicator with experience working remotely alongside product, marketing, engineering, and executive teams to deliver measurable commercial outcomes across Africa and global blockchain ecosystems.

CORE COMPETENCIES

Business Development • Strategic Partnerships • Partnership Development • Partnership Negotiation • Ecosystem Growth • Business Strategy • Market Expansion • Go-to-Market Strategy • Lead Generation • Sales Pipeline Management • Account Management • Stakeholder Management • Customer Relationship Management (CRM) • User Acquisition • Customer Success • Growth Marketing • Community Building • Community Management • Community Growth • Influencer & KOL Management • Cross-functional Collaboration • Relationship Management • Blockchain Partnerships • DeFi Ecosystems • Real World Assets (RWA) • AI Ecosystems • Event Coordination • AMA Hosting • Public Speaking • Digital Marketing • Content Marketing • Performance Marketing • Project Coordination • Remote Team Collaboration

TECHNICAL SKILLS

CRM & Sales Tools: HubSpot CRM, Salesforce CRM, Notion CRM

Productivity & Collaboration: Google Workspace, Microsoft Office Suite, Slack, Trello

Community Platforms: Discord, Telegram, X (Twitter)

AI Productivity: ChatGPT, Claude AI

Creative Tools: Canva, Adobe Premiere Pro, Adobe After Effects

KEY ACHIEVEMENTS

- Personally sourced 38 qualified partnership opportunities.
- Successfully negotiated and closed 3 strategic ecosystem partnerships.
- Contributed to a total of 8 closed partnerships with the BD team.
- Helped facilitate fundraising campaigns generating \$5,000+ for wildlife conservation.
- Referred 300+ users to an AI-powered trading platform.
- Generated \$3,200+ trading volume through referral campaigns.
- Built MetaTDex's African community from 0 to 2,778+ members.
- Grew Lumishare's community from 200 to over 1,700 members.
- Managed relationships with 105 Key Opinion Leaders (KOLs) across Africa.
- Hosted educational AMAs attracting 300+ live participants.
- Contributed to the growth of Arc Finance's community to 6,500+ members.
- Produced high-performing educational content averaging 800–1,200 impressions, 80+ engagements, and 45+ comments per publication.

PROFESSIONAL EXPERIENCE

Business Development & Partnerships Manager Jul 2025 – Present

Fundi Protocol | *Web3 Infrastructure & Tokenized Smart Contracts*

- Drive end-to-end business development initiatives, identifying, qualifying, and nurturing strategic partnership opportunities across the Web3, RWA, AI, and blockchain ecosystem.

- Personally sourced 38 qualified partnership opportunities, building a robust pipeline of prospective ecosystem partners, infrastructure providers, and strategic collaborators.
- Successfully negotiated and closed 3 strategic ecosystem partnerships, contributing to a team total of 8 completed partnerships that expanded protocol adoption and ecosystem reach.
- Led partnership discussions with organizations including Renta Network, IXIRPAD, and RWA Inc., supporting protocol integrations and increasing the platform's real-world utility.
- Helped facilitate blockchain-powered fundraising initiatives that generated over \$5,000 in transparent donations for wildlife conservation through verifiable on-chain campaigns.
- Collaborated with a cross-functional team of five across Business Development, Product, Marketing, and Community to execute partnership strategies and support protocol growth.
- Planned and hosted three educational AMA sessions, attracting 300+ live participants while strengthening partner visibility, community trust, and ecosystem engagement.
- Managed the complete partnership lifecycle, including prospecting, outreach, stakeholder engagement, negotiations, onboarding, documentation, and post-partnership relationship management.
- Utilized HubSpot CRM, Salesforce, Notion, and collaborative workflow tools to maintain sales pipelines, partnership records, and follow-up activities.
- Represented Fundi Protocol across industry events, online communities, and strategic networking opportunities to strengthen ecosystem relationships throughout Africa and global markets.

Growth Marketing & Ecosystem Contributor (Contract) Aug 2025 – Sep 2025

Maiga AI | *AI-Powered DeFi Trading Platform*

- Delivered a one-month growth marketing campaign focused on user acquisition, content marketing, and ecosystem expansion during the platform's launch phase.
- Produced three high-quality content pieces weekly, including educational videos, memes, and promotional content that increased awareness and engagement across social channels.
- Successfully referred 300+ new users to the Maiga AI platform through targeted content marketing and community advocacy.
- Generated over \$3,200 in trading volume from referred users, directly contributing to early platform adoption and trading activity.
- Educated prospective users on AI-powered trading solutions through simplified educational content, improving community understanding and user onboarding.
- Worked closely with marketing and community teams to execute campaign objectives, monitor user engagement, and strengthen ecosystem participation.

Regional Ambassador & Community Lead Aug 2024 – Mar 2025

Lumishare (\$LUMI)

- Spearheaded regional community growth initiatives that expanded Lumishare's African community from 200 members to over 1,700 members, representing more than 750% community growth.
- Designed and executed eight strategic growth campaigns, aligning monthly initiatives with product launches, ecosystem updates, and user engagement objectives.
- Increased monthly community engagement by 40% through educational content, interactive discussions, community events, and strategic engagement initiatives.
- Built and managed relationships with 105 Key Opinion Leaders (KOLs), influencers, ambassadors, and ecosystem partners across Africa to increase brand visibility and campaign reach.
- Coordinated influencer collaborations, promotional campaigns, content partnerships, and performance tracking to maximize awareness and community participation.
- Managed daily operations across Telegram, Discord, and X, ensuring high-quality moderation, user support, and consistent community engagement.
- Collaborated with marketing and leadership teams to strengthen user acquisition, retention, and long-term ecosystem growth throughout the African market.

Community & Partnerships Lead (Contract) Sep 2023 – Jan 2024

MetaTDex

- Hired on a 4-month contract to spearhead MetaTDex's expansion into the African market, developing and executing a regional community growth strategy.

- Built the company's African community from the ground up, growing membership from 0 to over 2,778 members through strategic marketing campaigns, community engagement, and ecosystem advocacy.
- Planned and executed multi-channel user acquisition initiatives, including educational campaigns, promotional content, giveaways, and community engagement programs.
- Organized and hosted Ask Me Anything (AMA) sessions while representing MetaTDex at offline blockchain meetups and cryptocurrency community events to strengthen brand awareness and user adoption.
- Established strategic relationships with local blockchain communities, ecosystem partners, and industry leaders to support long-term market expansion.
- Managed community engagement across Telegram and other social platforms, ensuring timely communication, moderation, and user support.
- Successfully completed the engagement by handing over a thriving community of 2,778+ members, together with operational processes and documentation, to the internal team.

Ecosystem Growth Contributor Nov 2023 – Mar 2024

Arc Finance

- Supported business development and ecosystem expansion initiatives across West Africa through community engagement, educational campaigns, and strategic outreach.
- Produced educational and promotional content, including articles, videos, infographics, and social media campaigns that increased platform awareness and ecosystem participation.
- Contributed to community growth initiatives that expanded the Arc Finance community to over 6,500 members through consistent engagement and ecosystem advocacy.
- Collaborated with marketing and community teams to execute user acquisition campaigns, strengthen community participation, and improve user retention.
- Simplified complex DeFi concepts into engaging educational content, helping prospective users better understand the platform's value proposition.
- Represented Arc Finance across Web3 communities, increasing brand visibility and strengthening relationships within the African blockchain ecosystem.

Content Creator & Ecosystem Contributor Sep 2022 – May 2023

Oasis Protocol

- Produced weekly multi-format content supporting ecosystem growth, education, and community engagement across X (Twitter), Telegram, Discord, and other community platforms.
- Created and delivered 10+ different content formats, including educational posts, long-form articles, Twitter threads, infographics, memes, engagement campaigns, promotional content, and profile branding assets.
- Consistently achieved 800–1,200 impressions, 80+ engagements, and 45+ comments per post, strengthening community interaction and increasing ecosystem visibility.
- Collaborated with the Oasis Ambassador Program to execute weekly marketing campaigns aligned with ecosystem updates and product launches.
- Simplified complex privacy-focused blockchain technologies into engaging educational content for new and existing users.
- Supported brand awareness through continuous community participation, educational advocacy, and ecosystem engagement.

Content Creator & Ecosystem Contributor Nov 2022 – Jun 2023

Octogamex

- Produced educational articles, videos, and promotional campaigns introducing blockchain technology and Polygon (MATIC) ecosystem opportunities to mainstream audiences.
- Developed engaging educational content that simplifies complex blockchain concepts for individuals, communities, and enterprise audiences.
- Supported ecosystem awareness campaigns through social media advocacy, community engagement, and educational storytelling.
- Collaborated with ecosystem teams to improve brand visibility and user education across African markets.

Community & Growth Contributor Nov 2022 – Mar 2023

DevopsDAO

- Supported community growth initiatives through educational content creation, promotional campaigns, and ecosystem engagement.

- Organized community discussions and engagement activities that encouraged active participation and strengthened community retention.
- Collaborated with contributors and community leaders to support protocol awareness and ecosystem growth.

EDUCATION

B.Sc. Geography & Environmental Management — University of Port Harcourt, 2017–2022 (Second Class Honours, Upper Division)

PROFESSIONAL VALUE PROPOSITION

Business Development professional with demonstrated experience delivering measurable commercial outcomes through strategic partnerships, market expansion, community growth, and ecosystem development. Combines commercial acumen with strong relationship-building skills to accelerate user acquisition, increase partner engagement, and drive sustainable growth across emerging technologies. Experienced working with global remote teams, cross-functional stakeholders, and diverse communities to execute high-impact initiatives across Web3 and blockchain ecosystems.