OLAMILEKAN ALAGA

WEB3 CAMPAIGN & COMMUNITY OPERATIONS | ON-CHAIN DATA RESEARCH

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Portfolio | LinkedIn | GitHub | X | Dune

Web3 professional with experience across ambassador and campaign coordination, creator/community distribution, on-chain research and analytical product development. Combines practical knowledge of Web3 audiences with SQL/Python analysis, competitor intelligence and independently developed research tools. Open to contributing to in-house campaign, KOL, community and research work.

CAMPAIGN & COMMUNITY EXPERIENCE

Breshna | Lead Ambassador / Web3 Gaming Community Growth (Jan-Apr 2023)

Campaign coordination for a four-month creator referral programme. Operator-reported campaign scale: 1,000 participants, $100,000 budget and 100,000 referred users creating a game; $1 per qualifying referral. These are programme figures, not individually attributable results or verified payouts.

SEND | Lead Ambassador / KOL Growth (Jun 2023-Nov 2024)

Ambassador and community campaign activity across Web3 channels. Historical twelve-month programme estimates: 200-300 contributors, approximately 5,000 community members, 20,000 Sendtags and approximately $200,000 in annual token reward value at a reported valuation basis; not verified cash payments.

PRINT3R | Lead Ambassador (Mar 2023-Jan 2024)

Creator programme and trading-activation campaign involvement. Historical operator-reported programme figures include 150 participants and $25,000 total spend; actual reward distributions have not been verified.

Mode Network & Other KOL Engagements

Ambassador/KOL campaign support, content distribution and community education. Additional selected engagements and their links are documented in the portfolio.

Owned Communities

Degen Community and The Banters: operated Web3 communities and distribution channels; membership snapshots and links are available in the portfolio.

DATA, RESEARCH & PRODUCT EXPERIENCE

deBridge | Blockchain Data Analyst Intern (Nov 2025-Feb 2026)

Researched cross-chain competitors, users, volumes, fees and market share; investigated underlying transaction behaviour and built repeatable Python/Dune SQL research workflows.

Superteam UK | On-Chain Startup Research Analyst (2026-Present)

Studying 70+ startups; mapping project claims to observable blockchain evidence and documenting source quality, coverage and ecosystem metrics.

Nansen | API Campaign Product Demonstration (2026)

Built and tested token-discovery and wallet-journey research views using Nansen data/APIs; a product demonstration rather than an employment role.

Aladdin | Founder & Product Builder (2025-Present)

Developed a behavioural research terminal exploring token, wallet and trader activity, with investigation workspaces, structured evidence and LLM-assisted question interfaces. Features and data availability vary by prototype.

IFAGRITHM | Independent Product Initiative

Building a campaign-intelligence reporting prototype exploring evidence review, participant measurement and founder reporting. Demonstrations use fictional data; not presented as proven client campaigns.

SKILLS

Campaigns & community: Web3 distribution, ambassador programmes, campaign coordination, creator/community engagement, X, Telegram and Discord.

Data & products: SQL, Python, Dune, Pandas, SQLite, APIs, cohort/behavioural analysis, competitor research, dashboards, Git/GitHub and analytical product development.

EDUCATION

University of Greenwich, UK | MSc Data Science and its Applications (Merit)