

# TASLEMAT YUSUF

**WEB3 GROWTH &  
MARKETING MANAGER.**





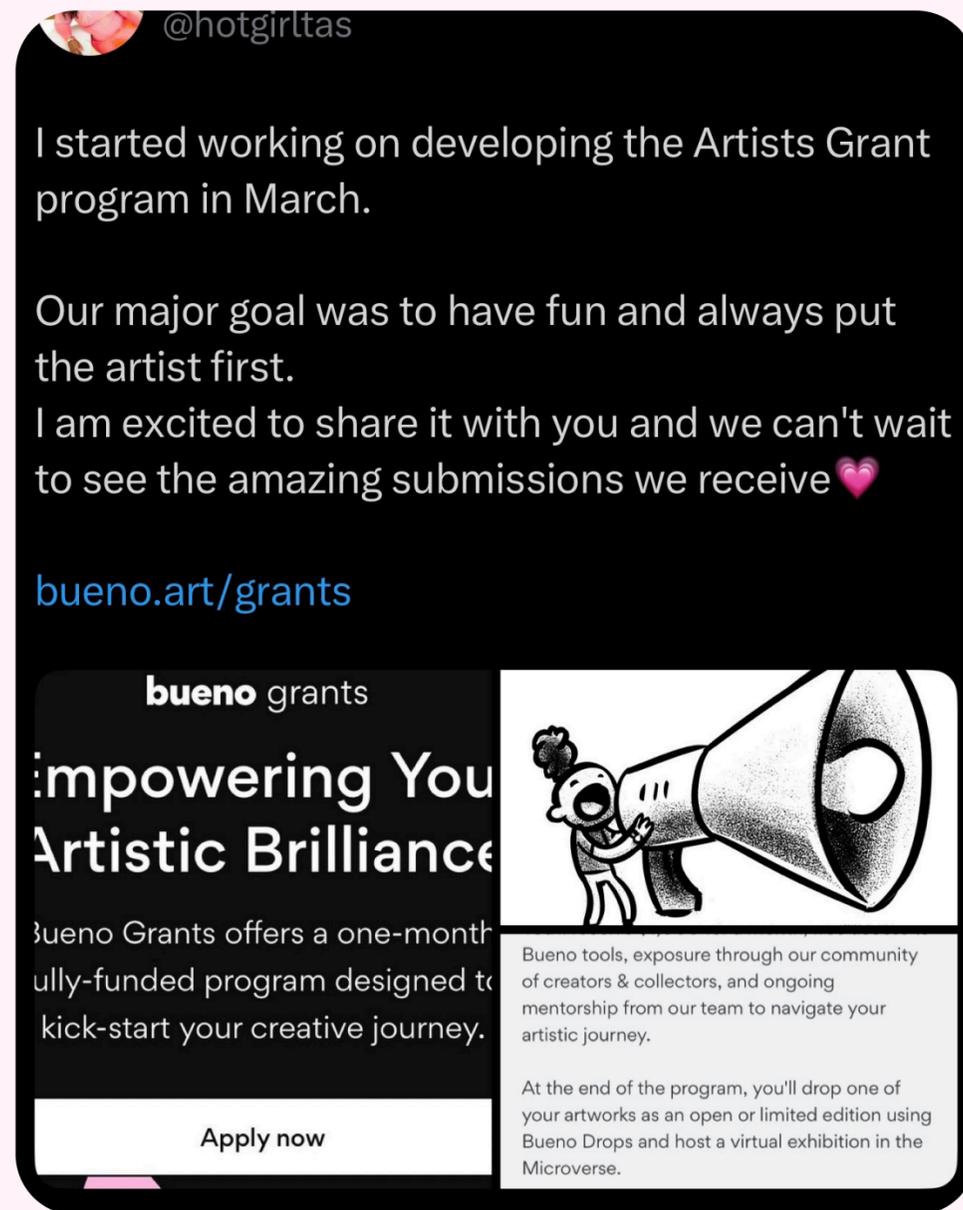
# ABOUT ME

## WHO AM I?

I am a social-native storyteller and community builder specializing in the Web3, crypto, and creator economies. I turn complex tech into high-engagement, trend-driven media, and scale ecosystems through strategic partnerships and product-aligned marketing. Working in crypto since 2021, leveraging my background as an ecosystem builder and media founder to collaborate with cross-functional teams, launch products, grow communities, and curate impactful brand experiences



# PROOF OF WORK



@hotgirltas

I started working on developing the Artists Grant program in March.

Our major goal was to have fun and always put the artist first.

I am excited to share it with you and we can't wait to see the amazing submissions we receive 💖

[bueno.art/grants](https://bueno.art/grants)

**bueno grants**

**Empowering Your Artistic Brilliance**

Bueno Grants offers a one-month fully-funded program designed to kick-start your creative journey.

[Apply now](#)

Bueno tools, exposure through our community of creators & collectors, and ongoing mentorship from our team to navigate your artistic journey.

At the end of the program, you'll drop one of your artworks as an open or limited edition using Bueno Drops and host a virtual exhibition in the Microverse.

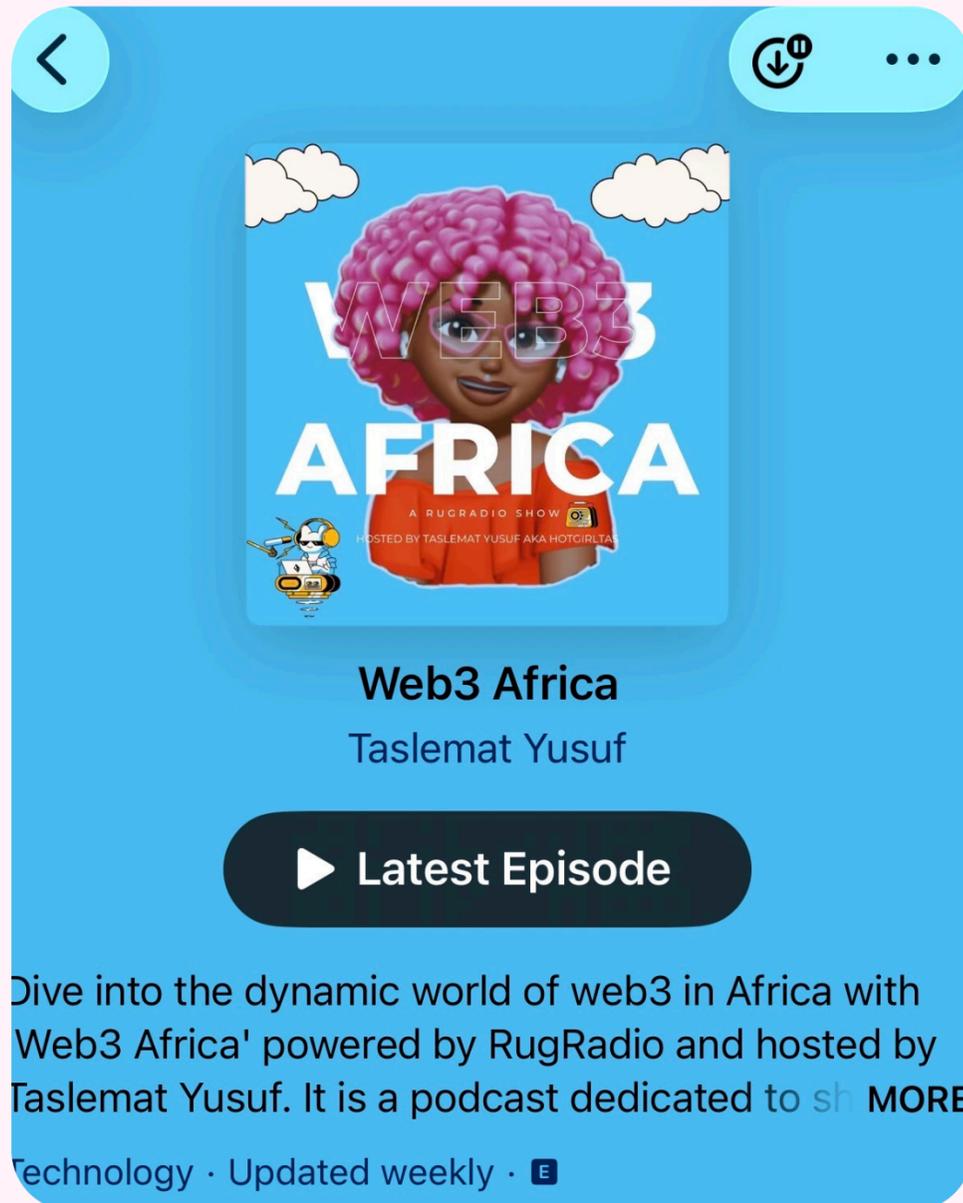
## CREATOR ECOSYSTEM & GROWTH STRATEGY: BUENONFT ARTIST GRANT

**Year:** 2023

**Project Type:** Go-to-market (GTM) marketing & ecosystem growth program

**My Role:** Grant Program Manager & Creator Success Lead

**The Details:** Leveraged a \$5,000 artist grant program as a core marketing engine for the Bueno Drops Go-To-Market (GTM) strategy. Successfully onboarded 5 foundational creators over 6 weeks, using their grant execution to drive broader platform adoption, stimulate marketplace activity, and scale our user acquisition funnel for new creators.



## **MEDIA PRODUCTION & BRAND LEADERSHIP: WEB3 AFRICA PODCAST**

**Year:** 2023

**Project Type:** End-to-end media production, thought leadership, and B2B community marketing

**My Role:** Founder, Lead Producer, and Host

**The Details:** Founded and scaled a dedicated Web3 media platform powered by RugRadio, focused on African innovators and the digital landscape. Managed the entire content lifecycle, from audio production to multi-channel distribution. Led B2B guest outreach and partnership negotiations, securing high-profile interviews with founders and executives from the Optimism Foundation, Yellow Card, Afropolitan, and leading Web3 artists. Acted as the core brand voice, leveraging the platform to educate the community and build strategic industry relationships.

Si Her Summit

FEBRUARY 22 -  
9 AM - 9 PM CST

WalletConnect

SI HER TV

Powered By livepeer



Taslemat Yusuf | BUSINESS DEVELOPMENT INTERN  
WALLET CONNECT

Si3.Space

STREAMING LIVE ON

We're really excited to hear Cara Liberati and  
Taslemat Yusuf from [@WalletConnect](#) present  
on topic of:

'The Future of User Engagement in Web3.'

WalletConnect enables DeFi applications to  
send notifications to user wallets, foregoing

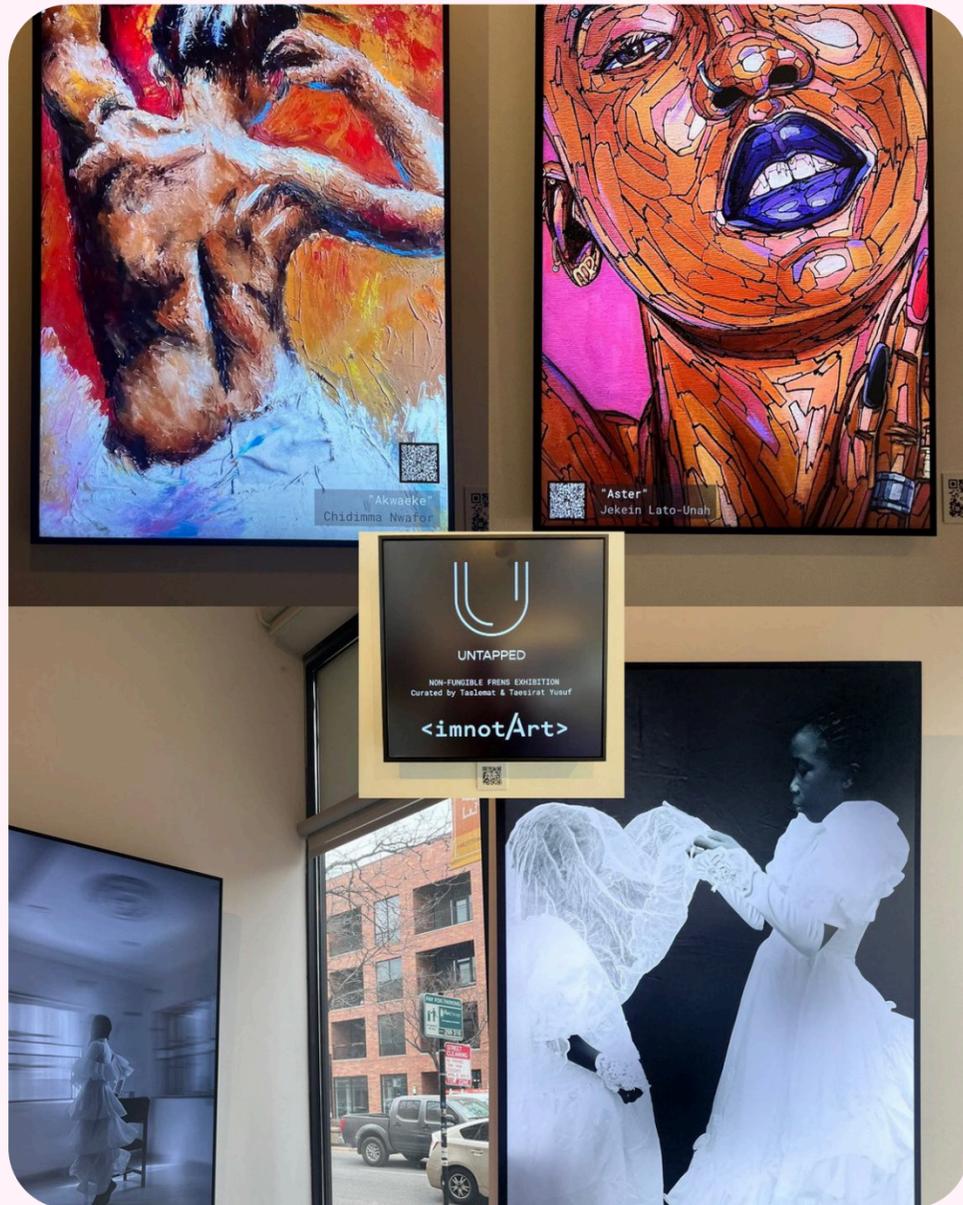
## B2B GROWTH & PRODUCT EVANGELISM: WALLETCONNECT

**Year:** 2024

**Project Type:** B2B outbound marketing and product positioning

**My Role:** Business Development & Social Messaging Strategist

**The Details:** Drove targeted B2B outbound outreach to 100+ Web3 companies, acting as the strategic bridge between engineering and growth. Translated highly technical infrastructure (Web3Modal and Web3Inbox SDKs) into clear, social-ready messaging to scale developer onboarding. Acted as a core product evangelist, presenting at the Si Her Summit, and directly consulted with ecosystem brands to secure tool implementation and drive product adoption.



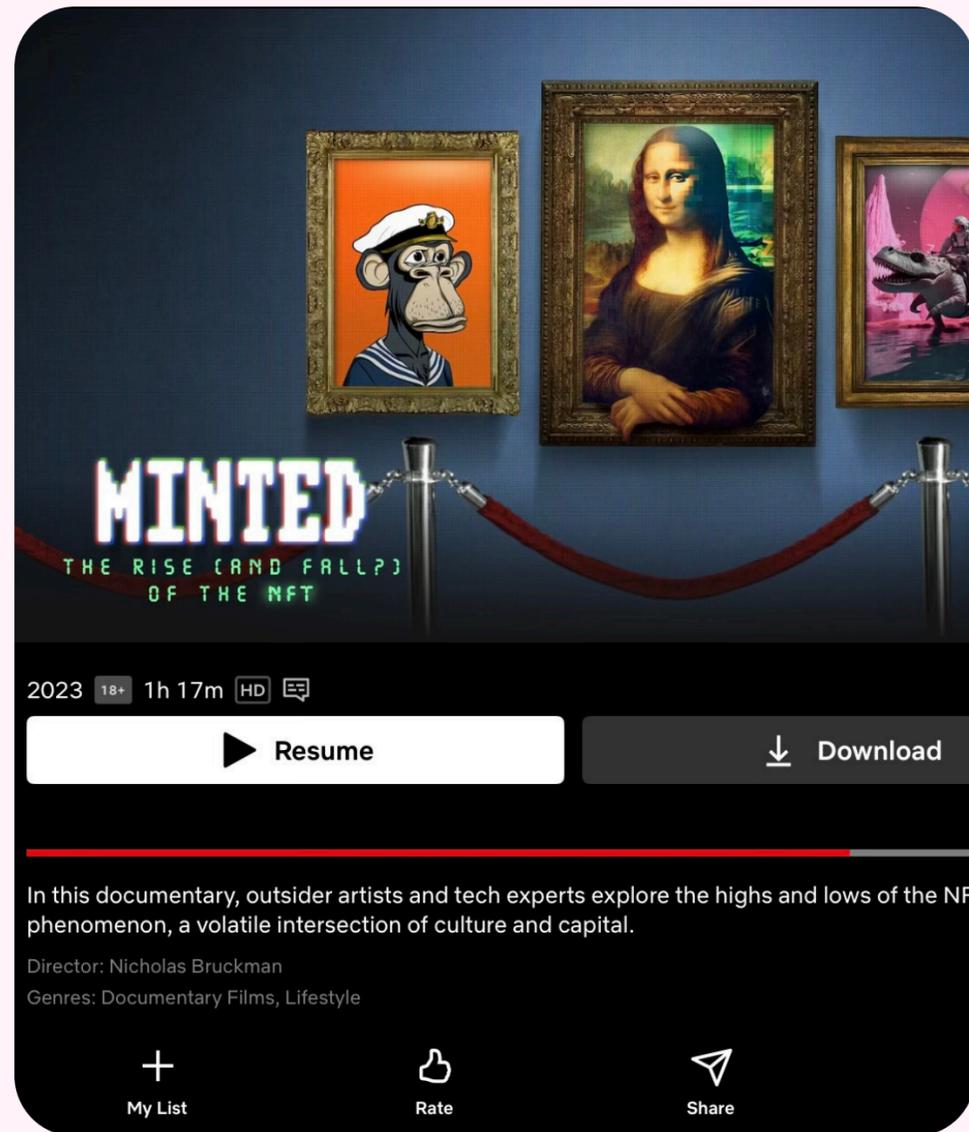
## **BRAND EXPERIENCE, CURATION & PARTNERSHIPS: UNTAPPED EXHIBITION**

**Year:** 2022

**Project Type:** In-person physical exhibition & Web3 art gallery (Chicago).

**My Role:** Marketing Lead, Art Curator, and Partnerships Manager

**The Details:** Planned and executed the end-to-end marketing strategy celebrating African women in Web3. Secured venue and platform partnerships (NiftyGateway, imnotART gallery), hosted live artist sessions, and drove over \$4,000 in direct artwork sales.



## DOCUMENTARY FEATURE & MEDIA PRESENCE: MINTED (NETFLIX)

**Year:** 2025

**Project Type:** Tribeca Festival-nominated Web3 documentary

**My Role:** Featured Interviewee

**The Details:** Selected as 1 of 2 African creatives featured, highlighting my established presence and voice within the global Web3 and creator ecosystem.

# THE BLUEPRINT: CORE CAPABILITIES

## WHAT I CAN DO

### Social & Content Strategy

- Social-native storytelling (TikTok & Twitter/X-first)
- Brand voice & narrative development
- Short-form video content creation
- Experiential marketing & event coordination
- Real-time community moderation & sentiment analysis

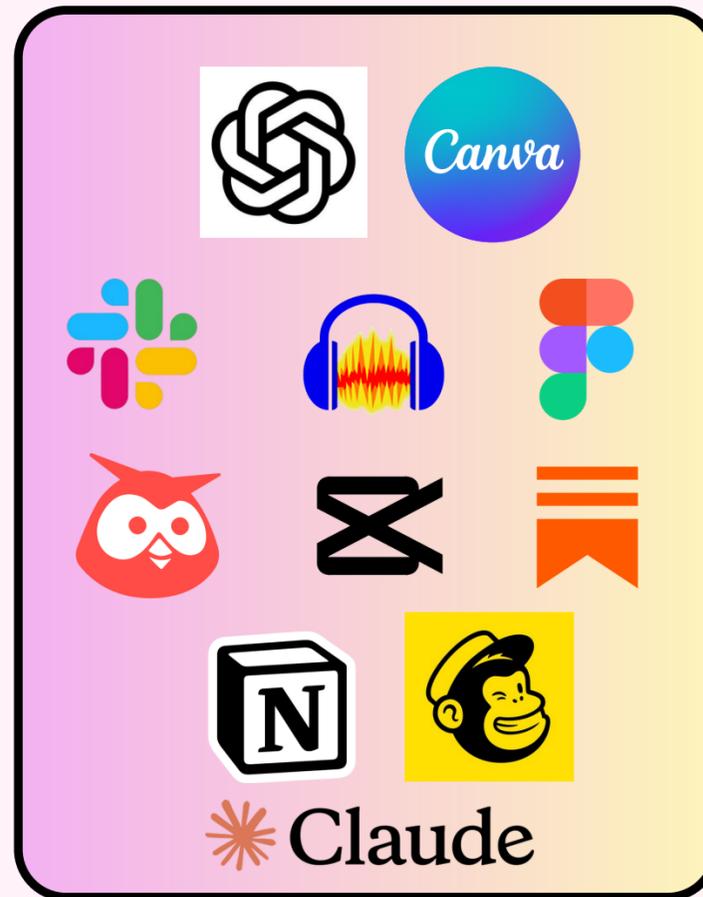
### Growth & Product Marketing

- Go-To-Market (GTM) strategy & launch execution
- Translating technical features into social-ready messaging
- Creator ecosystem & grant program management

### Partnerships & Business Development

- Cross-functional leadership & remote team coordination
- Outbound ecosystem outreach & B2B sales
- Influencer campaign strategy & coordination
- Stakeholder management & partner communications

# TOOLS & TECH STACK



[VIEW MY RESUME](#)

# MY IMPACT



**Steph Meade**  · 1st

Communications | Content | Community Strategist  
October 31, 2023, Steph worked with Taslemat on the same team



 All LinkedIn members



Tas is an absolute delight to work with! She brings such a positive energy, and truly cares deeply about fostering community. She had great ideas for events, insightful questions for our interview guests, and always came prepared when she hosted. Plus, she has a deep knowledge of Web3 artists and communities which made her an incredible resource for creating new contacts within the space. Her organization was also extremely helpful, as this can be a weak point for me. I would recommend Tas to any hiring team looking for a knowledgeable, helpful and professional community manager, especially in the Web3 and/or art space. She will add tremendous value to any team!



**Gaby Araujo Z.**  · 1st

Marketing at Lummi | Udemy

November 2, 2023, Gaby was senior to Taslemat but didn't manage Taslemat directly



 All LinkedIn members



I wholeheartedly recommend Tas for any team seeking a dynamo in event hosting and community engagement. Her enthusiasm is contagious, and her positive attitude never falters.

With a remarkable grasp of the NFT and Web3 spaces, Tas brought insightful conversations to life, educating and captivating our audience.

She excelled in making every virtual event not just interactive, but truly enjoyable. Her ability to keep the audience engaged, informed, and entertained is a rare skill. Tas is undoubtedly an asset to any team lucky enough to work with her.



**Jay Perlman**  · 1st

SEO/AEO @ Udemy Business

November 21, 2023, Jay worked with Tasleamat on the same team



 All LinkedIn members



To Whom It May Concern,

I am writing to wholeheartedly recommend Tasleamat Yusuf for any position she is considering in your organization. As the copywriter at Bueno NFT, I had the pleasure of working closely with Tasleamat, and during this time, she has consistently demonstrated exceptional skills and a commendable work ethic.

Tasleamat is a remarkably hard worker, often going above and beyond to ensure project success. One notable example is how she spearheaded our Twitter spaces under tight deadlines, meticulously managing every detail and inspiring the team to deliver exceptional results. Her passion for the Web3 space is not only evident in her everyday work but also in her continuous pursuit of learning and improvement. Her insights and contributions have been pivotal in keeping our projects innovative and cutting-edge.

As a teammate, Tasleamat is unparalleled. She brings a unique blend of collaboration, support, and positivity to the team dynamic. Her ability to maintain a positive attitude, even under the most stressful

support, and positivity to the team dynamic. Her ability to maintain a positive attitude, even under the most stressful circumstances, has a contagious effect, uplifting the entire team's morale. I recall a challenging project phase where her optimism and proactive approach turned potential setbacks into opportunities for growth and learning.

Tasleamat is not only forward-thinking but also has an innate ability to anticipate and adapt to the ever-evolving trends in the Web3 domain. Her expertise in this area is profound, as seen in her implementation of The Bueno Grants project, which significantly enhanced our strategic approach and opened new avenues for growth.

In conclusion, Tasleamat's hard work, passion, team spirit, forward-thinking mindset, and expertise in the Web3 space make her an invaluable asset to any team. I am confident that she will bring the same level of dedication and excellence to your organization. Please do not hesitate to contact me if you require further information or specific examples of her work and contributions.

Thank you for considering my recommendation.

# CONNECT WITH ME

📍 BASED IN LAGOS 🇳🇮  
🌐 GLOBAL REMOTE  
✈️ INTERNATIONALLY MOBILE



NEW YORK 🇺🇸



SINGAPORE 🇸🇬



WASHINGTON DC 🇺🇸

X @HOTGIRLTAS

in @TASLEMATYUSUF

WWW.TASLEMAT.ME