

LILI NUEL

BRAND STORYTELLER

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Portfolio: <https://tinyurl.com/3uzn96y5>

SUMMARY

I am a brand storyteller with a knack for creating content that encourages audience growth, builds communities, and drives user adoption. I have worked across several marketing spaces—content, media, community, socials, and most recently, product. I'm seeking opportunities to help crypto and Web3 projects craft standout narratives and scale their impact

SKILLS

- Research
- Brand Storytelling
- Copywriting
- Search Engine Optimization (SEO)
- Editing
- Attention to detail
- Adaptability
- Leadership

WORK EXPERIENCE

AUGUST 2025 - PRESENT

SuperteamNG - Product Guild Co-Lead

- Define goals, focus areas, and initiatives for the guild.
- Organize workshops, webinars, and discussions on product best practices.
- Write and maintain clear, compelling content about products, including use cases, features, and impact stories to help teams and stakeholders understand and communicate value.
- Collect insights from guild members to improve processes, tools, and frameworks.
- Connect product teams, leadership, and other guilds while championing initiatives that boost product quality and efficiency.
- Track adoption, successes, and challenges, and report outcomes to senior leadership.

OCTOBER 2024 - PRESENT

Ribh Finance - Copy/Content Writer & Manager

- Developed strategic content plans aligned with brand goals and audience needs.
- Collaborated with the design and social media teams to create and publish high-quality, diverse content
- Created engaging and informative blog posts that resonate with the target audience.
- Tracked blog performance metrics, such as traffic and engagement, to refine content strategies.

APRIL 2025 - JULY 2025

StridePass - Community and Social Media Manager

- Developed and managed social media content calendars across platforms (Twitter and Facebook) to ensure consistent and timely posts.
- Planned campaign launches, product promotions, and community events across social channels.
- Monitored and responded to comments, DMs, and mentions to maintain strong audience relationships and build community trust.
- Created and published scroll-stopping content (images, videos, threads, carousels) in collaboration with design and content teams.
- Tracked key performance metrics (reach, engagement, follower growth, click-through rate) to inform and adjust strategy
- Conducted social media audits to identify gaps, improve brand presence, and ensure content consistency.

AUGUST 2024 - APRIL 2025

Quantreb00t - Blog Writer

- Created engaging and informative blog posts that resonate with the target audience.
- Optimize blog content using SEO best practices to improve search engine rankings.
- Wrote relatable and authentic content that encourages audience engagement and interaction.
- Tailored messages to specific audience segments to improve engagement and relevance.

SEPTEMBER 2024 - PRESENT

SuperteamNG - Writers' Guild Lead, Lagos (Volunteer)

- Guided community members in developing their writing skills through constructive feedback and support.
- Hosted writing workshops, brainstorming sessions, and peer review groups to foster creativity and collaboration.
- Wrote engaging blog posts, newsletters, and other content that reflected the community's voice and values.
- Collaborated with other community members to create high-quality content.

APRIL 2023 - PRESENT

Various Clients - Freelance Content Writer

- Wrote 150+ well-researched, high-quality articles of varying lengths across various niches and for several clients.
- Performed in-depth research into concepts directly related to content topics.
- Used on-page SEO practices to optimize articles for maximum visibility on search engines.
- Used resources like Grammarly and Hemingway to craft, polish, and deliver clear, high-quality content efficiently.
- Delivered all projects within stated deadlines.

EDUCATION, TRAINING & CERTIFICATIONS

AUGUST 2023 - OCTOBER 2023

Hubspot Academy Content Marketing Course - *Grow Better With Content*

DECEMBER 2023 - FEBRUARY 2024

Binance Academy - *The Fundamentals of Crypto and Blockchain*

FEBRUARY 2024 - FEBRUARY 2024

Great Learning Academy - *Introduction to Decentralized Finance*

OCTOBER 2024 - JANUARY 2024

Solana Turbin3 - *Writing and Research Cohort*