

ISRAEL JOSHUA

Web3 Communications Strategist | Protocol PR | Verified Crypto KOL

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PROFESSIONAL SUMMARY

Web3 communications specialist and verified crypto KOL with hands-on experience managing official protocol accounts, building community narratives, and driving ecosystem adoption in Africa. Proven ability to translate complex DeFi and blockchain concepts into clear, engaging content that grows audiences and retains users. Skilled in full-cycle social media strategy, visual asset creation, community leadership, and data-driven engagement optimization across X (Twitter), Telegram, and YouTube.

Based in Nigeria with a strong understanding of the African and MENA crypto landscape, its adoption trends, and how to communicate effectively to both retail users and institutional audiences in these regions.

EXPERIENCE

WiseSoft LLC (Wise Protocol)

Remote

Protocol Communications Lead and Brand Strategist

Jan 2026 - Present

- Sole operator of all official communication channels for Wise, a DeFi5 blockchain protocol, managing the brand voice independently across X (Twitter) and Telegram.
- Develop and execute the full content and narrative strategy, producing regular posts across educational, community, and promotional formats.
- Translate complex DeFi mechanisms and on-chain data into clear, user-focused messaging that drives adoption and community trust.
- Design all visual assets including banners, promotional graphics, and motion creatives aligned with the protocol brand.
- Manage and grow the official Wise Telegram community, coordinating engagement and maintaining an active, informed user base.
- Analyze performance metrics across platforms to continuously optimize content strategy and improve engagement rates.
- Hosted and co-organized multiple Twitter Spaces, AMAs, and community campaigns to increase protocol visibility and user participation.

CoinMarketCap

Remote

Verified Key Opinion Leader (KOL)

Sep 2025 - Present

- Verified KOL producing educational and market-analysis content for a global crypto audience, with a following of 5,000 to 20,000 across platforms.
- Create consistent content on DeFi protocols, blockchain trends, and Web3 adoption dynamics with a focus on the African market.
- Run and manage a personal crypto community of 500 to 2,000 members on Telegram, providing daily market insights and educational resources.
- Organized and participated in multiple Twitter Spaces, AMAs, and collaborative campaigns with other KOLs across the crypto space.
- Analyze ecosystem trends and translate them into accessible narratives that build audience trust and grow engagement organically.

SKILLS

Communications and PR: Protocol Narrative Strategy, Brand Voice Management, Crisis Communications, Community PR, Press and Announcement Writing

Community and Growth: Telegram and Discord Community Management, Twitter Spaces Hosting, AMA Organization, Campaign Execution, KOL Collaboration

Content Creation: Long-form and Short-form Copywriting, Thread Writing, Educational Content, Motion Graphics, Video Editing, Visual Asset Design

Analytics: Social Media Metrics Analysis, Engagement Optimization, Audience Growth Strategy, Data Processing

Technical Knowledge: DeFi Protocols, Blockchain Fundamentals, Layer 1 and Layer 2 Ecosystems, CEX and DEX Dynamics, Web3 Ecosystem

Tools and Tech: Python, AI Tools, Content Scheduling Tools

Soft Skills: Public Speaking, Independent Execution, Cross-cultural Communication, Problem Resolution, Research and Analysis

EDUCATION

University of Port Harcourt

Port Harcourt, Rivers State

B.Pharm, Pharmacy

LANGUAGES

English (Fluent, professional working proficiency)

Annang (Native)