

PRECIOUS ELISHA

Ecosystem Lead

Remote | UTC+0 / UTC-5 | elishaprecious757@gmail.com | focusedpilot.com | [LinkedIn](#) | [X](#)

PROFESSIONAL SUMMARY

Ecosystem Lead and growth strategist with 7+ years of experience building and scaling digital ecosystems, including 4+ years in Web3, DeFi, stablecoin, and Layer-2 protocols. Proven track record driving protocol adoption through partnerships, ambassador networks, education programs, and community-led growth. Experienced leading cross-functional go-to-market execution, managing integrations and campaigns end-to-end, and translating complex technical products into clear ecosystem narratives that attract users, partners, and contributors. Recognized by the Celo Community Builder Award for ecosystem contribution, clarity of communication, and leadership.

CORE COMPETENCIES

- Ecosystem Strategy & Growth
- Ambassador & Champion Programs
- DeFi, Stablecoin & Layer-2 Ecosystems
- Education Programs & Onboarding
- Ecosystem Content & Narrative
- Cross-functional Leadership
- Protocol Partnerships & Integrations
- Go-to-Market Execution & Launch Strategy
- Developer & Builder Relations
- Community-Led Growth
- Campaign Design & Incentive Systems
- Analytics, Metrics & Ecosystem Reporting

KEY ACHIEVEMENTS

- Led a protocol partnership end-to-end: negotiated and coordinated app integration, managed full campaign lifecycle (reward distribution, technical support, community operations), reaching 10,000+ users and \$50K+ in stablecoin deposits.
- Built and deployed a global ambassador network across 30 countries in 90 days, enabling localized ecosystem growth, user support, and campaign execution at scale.
- Scaled protocol community 200%, growing from 8,000 to 26,000+ members through structured campaigns, incentive design, and consistent ecosystem communications.
- Founded DeFi Diplomas: designed and delivered a multi-cohort education program for 500+ participants in partnership with Base, Celo, and Lisk; represented the company at live ecosystem events alongside senior protocol leaders.
- Contributed to community incentive architecture supporting growth to \$1B+ cumulative trading volume, \$33M TVL, and 12,000+ active traders.
- Maintained 100% response rate to 5,000+ monthly ecosystem inquiries within 24 hours, contributing to a 30% increase in user retention.
- Guided 10,000+ users through testnet onboarding and DAO governance participation, reducing friction for non-technical ecosystem participants.
- Produced ecosystem education content including tutorial videos, onboarding guides, and product blogs driving measurable user activation.
- Awarded the Celo Community Builder Award, voted by the ecosystem for clarity, contribution, and sustained leadership.
- Core team member in projects backed by Bain Capital, 6th Man Ventures, and DWF Labs.

PROFESSIONAL EXPERIENCE

[Puzzle Wallet & Arcade](#) | Online Community Manager: Ecosystem Communications & Growth

Nov 2024 – Sep 2025 · California, USA (Remote)

- Led ecosystem communications and growth strategy for a ZK consumer wallet supporting 300,000+ users; built and managed a 6,000+ member global community aligned to product adoption milestones.
- Founded and scaled a global ambassador network across 30+ countries in 90 days: recruited, onboarded, and managed distributed ecosystem operators for localized campaigns, user support, and feedback loops.
- Recruited and managed 50+ content creators; established content intake, quality review, and publishing workflows delivering 200+ pieces of ecosystem content tied directly to product usage.
- Led 10+ ecosystem events; maintained 100% 24-hour response SLA across 5,000+ monthly inquiries; escalated product issues and user feedback to engineering and design teams.
- Owned reward and prize operations: coordinated procurement, logistics, and global fulfillment for ecosystem campaigns.

HaloFi (Stablecoin & DeFi Savings Platform) | Community Specialist: Ecosystem Communications & Education Lead

Dec 2023 – Oct 2024 · London, UK (Remote)

- Led HaloFi ecosystem communications, go-to-market strategy, and product adoption across Discord, X, and Telegram.
- Negotiated and managed HaloFi's integration with MiniPay: coordinated technical onboarding, owned the full campaign lifecycle (reward distribution, community operations, user support), reaching 10,000+ users and \$50K+ in deposits.
- Founded DeFi Diplomas: designed the full program architecture including curriculum, partner coordination (Base, Celo, Lisk), cohort delivery, and post-program engagement; reaching 500+ ecosystem participants.
- Produced ecosystem education content including tutorial videos, product blogs, onboarding guides, and social copy; maintained quality and publishing cadence across all channels.
- Represented the company at key ecosystem events; led partner coordination and outreach to expand protocol reach and brand presence.
- Established structured feedback loops between the ecosystem and product/engineering teams to improve activation and user experience.

DIVA Protocol (DeFi Derivatives & Prediction Platform) | Community Manager: Ecosystem & Governance Operations

Jul 2022 – Jul 2023 · Zurich, Switzerland (Remote)

- Drove ecosystem growth from 8,000 to 26,000+ members (200% growth) through structured campaigns, technical education, contests, and consistent protocol communications.
- Designed and launched an ecosystem points and rewards system redeemable at TGE: created incentive architecture, governed issuance, and maintained community trust through the token launch period.
- Guided 10,000+ users through testnet onboarding, reducing friction for non-technical participants entering the DeFi ecosystem for the first time.
- Facilitated early DAO governance discussions: supported ecosystem participants in understanding and contributing to decentralised decision-making.
- Owned Discord infrastructure: channel architecture, moderation framework, live price bot setup, and day-to-day ecosystem operations.

Surf Protocol (now TurboFlow), Decentralized Derivatives | Community Moderator: Operations & Incentives Contributor

Nov 2023 – Apr 2024 · Singapore (Remote)

- Co-designed ecosystem incentive and points system; contributed to the operations playbook supporting \$1B+ cumulative trading volume, \$33M TVL, and 12,000+ active traders.
- Managed day-to-day Discord and Telegram ecosystem operations; established escalation paths for bugs, UX issues, and community feedback during rapid growth.
- Supported early-stage ecosystem operations for a Bitcoin L2 derivatives protocol during rapid scale-up.

TECHNICAL SKILLS & TOOLS

- Ecosystem & Community Platforms: Discord, Slack, Telegram, X (Twitter), Reddit, community forums
- Content & Narrative: Ecosystem storytelling, product messaging, onboarding guides, tutorial video production, blog writing, social copy
- Analytics & Reporting: Ecosystem health metrics, user activation and retention tracking, campaign performance, partner reporting
- Operations: Ambassador and partner program management, event logistics, incentive and reward operations, CRM workflows
- Web3 & Protocol Knowledge: DeFi, stablecoins, Layer-2s, crypto wallets, tokenomics, DAO governance, testnet operations
- AI-Native: Proficient with AI tools for ecosystem content creation, research, workflow automation, and output scaling

ADDITIONAL

Additional Web3 roles, early-stage projects, ambassador work, and content portfolio available at www.focusedpilot.com