

Kenneth Oti

Community development manager

📍 London, UK

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Languages

English

About

•Growth & Market Research I am well-rehearsed in growth marketing and brand awareness strategies that bring a company's best assets to the tip of the spear. I enjoy growing a brand's presence online through proven strategies and innovative ideas. I excel in market research and consumer insight analysis which I traditionally use for social listening, trend watching and competitor comparison to support growth.

BRANDS WORKED WITH

Crowdville (Qa/it Company)

Quick Click Security

The Mr Ben Agency

Yunojuno (Software Company)

Experience

● Community Development Executive

Yunojuno (Software Company) | May 2022 - Now

Yunojuno powers the future of work. A tech platform to bridge the gap between freelancers and employers. My role in community development requires managing a community of 50k freelancers through communication in opportunities and product changes. I also work closely with internal departments to ensure compliance and regulations are met by the freelancer as part of our lifecycle process. My goal is to increase the number of funnels for freelancer acquisition and to increase platform engagement.

- research and development into community betterment and platform performance enhancement
- measuring and using data to analyse performance and impact of potential product enhancements for the community
- outreach to freelancers through social media, events and software
- business development outreach for the community
- freelancer life cycle betterment
- talent acquisition and recruitment
- vetting new freelancers to ensure they met the requirements of the business model and met compliance of the local tax laws

● UK Community and Growth Manager

Crowdville (Qa/it Company) | Nov 2019 - May 2022

Crowdville is an End User digital QA platform, a methodology created by Clariter, its parent company. Using Crowdsourcing as one of its tools, Crowdville recreates in-lab testing of tech products with real users. My role included being the head community manager of the UK community overseeing 10k members. As the growth strategist my role was to expand the community and engage in business development initiatives with the senior business dev managers.

- research and development for gamification and improvement of the Crowdville ecosystem
- community growth strategist for UK and other International communities
- business development initiatives and relationships for the Crowdville ecosystem
- planning and executing communications over a number of tools including newsletters, social media and peer to peer platforms
- direct point of contact for the UK community



● Digital Marketing Experience Intern

Quick Click Security | May 2018 - Nov 2019

- Quick Click Security is a jobs board platform for the private security services industry My role:
- strategize and implement current tried and proven methods in bringing awareness of the platform which I did successfully
 - customer online outreach
 - sought out potential business partners through warm & cold calling
 - direct point of contact for members



● Youtuber and Blogger

The Mr Ben Agency | Jan 2010 - Jan 2016

Accounts Assistant/Social Media/Equipment Set-up Crew (June 2016 – December 2017)

-As a social media intern I built a CRM database using Mailchimp and Quickfile and I used social media to promote company events through the use of Instagram and with Facebook ads manager to convert to ticket sales. Other Youtuber and Blogger – Celebrity media and music reviews (2010 – 2016) From 2010 up until 2016 I was an advent blogger and Youtuber. I have a lot of experience of creating buzz, seo tricks, marketing myself, keeping up with trends and making and editing videos. My blog reached the top 100 of American Celebrity gossip sites in 2012 which was featured in Technorati (top blog listing site). I had 2 Youtube channels with multiple videos achieving over 1 million views and up to 40k subscribers on one of the channels.