SALAKO Rodolphe

Benin, Porto Novo◆ +2290140797262 ◆ rodolphesalako8@gmail.com

Professional Summary

Business Development and Sales professional with experience across the iGaming, Web3, real estate, and financial services industries. Skilled in business development, B2B sales, strategic partnership management, market expansion, lead generation, and affiliate management. Experienced in identifying business opportunities, building strong relationships with clients and industry partners, developing commercial networks, and supporting business growth across international markets. Also brings experience in team leadership, event coordination, social media, and community management, contributing to brand visibility and business development initiatives.

Skills

- Business Development
- B2B Sales & Lead Generation
- Strategic Partnership Management
- Affiliate Management & Team Leadership
- Country Management
- Regional Coordination
- Growth Strategy & Management
- Marketing Management
- Social Media Management
- Community Management
- Influencer Management
- Market Research & Analysis
- Event Management & Coordination
- Problem-Solving
- English–French Translation
- Video Editing

Work History

Marketing Manager | Leschainmakers | 2022 – 2024

• Developed and executed marketing strategies to support brand growth and user acquisition.

• Planned and managed marketing campaigns to increase product visibility and audience engagement.

• Identified and developed strategic partnerships to expand market reach and strengthen brand presence.

• Coordinated cross-functional teams to ensure successful execution of marketing initiatives.

• Analyzed campaign performance and market trends to optimize marketing efforts and improve results.

• Managed marketing budgets and allocated resources to maximize campaign effectiveness.

• Supported customer acquisition and retention through targeted marketing activities.

• Led promotional campaigns, events, and partnership activations to drive business growth.

Modifier avec WPS Office

• Monitored competitor activities and industry trends to identify new marketing opportunities.

• Contributed to brand positioning and communication strategies within the gaming industry.

Marketing Manager | CJC Race | 2024-2025

•Developed and executed integrated marketing campaigns (digital ads, influencer partnerships, and online events) that increased brand visibility and drove player acquisition and engagement.

•Designed high-impact marketing materials including promotional visuals, banners, and digital assets, strengthening brand presence across gaming and social platforms.

•Managed social media content strategy and publishing calendar, improving engagement and community reach around the game.

•Led player engagement initiatives including tournaments, community events, and partnership programs to strengthen retention and activity.
•Coordinated online events, activations, and promotional campaigns that increased exposure to players, creators, and strategic partners.

•Supported growth and user acquisition efforts with marketing assets, campaign messaging, and promotional content that improved conversion and onboarding.
Built partnerships with influencers, gaming communities, and content creators to expand reach and reinforce brand positioning in the gaming ecosystem.

Community Manager | Yescoin- French | 2023 - 2024

•Managed and moderated the Telegram community

•Engaged with users and answered questions daily

•Shared announcements and project updates

•Organized community events and engagement activities

•Handled user feedback and reported issues to the team

•Helped grow and maintain an active community on Telegram

Community Manager | TopGoal French | Jan 2024 – Jul 2024

•Managed and moderated the official French Telegram community

•Engaged with users and provided daily support and responses

•Shared announcements, updates, and game-related information

•Organized Telegram engagement activities and community events

•Collected user feedback and reported community insights to the team

•Maintained an active and positive community environment

Affiliate Manager 1xbet | 2023–2024

Modifier avec WPS Office

-Managed and developed relationships with affiliate partners and online communities.
-Recruited, onboarded, and supported new affiliates to expand traffic and player acquisition.
-Monitored affiliate performance, traffic sources, conversions, and player activity.
Coordinated promotional campaigns,
bonuses, and marketing materials with affiliates.
-Provided affiliates with the necessary
tools, links, creatives, and promotional content.
-Maintained regular communication with partners to strengthen relationships and improve performance.
-Analyzed campaign performance and identified opportunities to increase player acquisition and revenue.
-Collaborated with internal teams to resolve affiliate-related issues and ensure smooth campaign execution.
Supported the growth of the brand through affiliate marketing and partnership development.

Social Media Manager | NDA
2020-2023
- Managed and developed NDA's presence across social media platforms.
- Created and published engaging content related to sports betting, gaming, promotions, and platform updates.
- Managed daily interactions with players and responded to comments, questions, and messages.
- Developed social media content to increase audience engagement and community growth.
- Monitored community feedback and identified recurring player needs and concerns.
- Collaborated with relevant teams to communicate promotions, campaigns, and platform updates.
- Supported player acquisition and retention through social media activities and community engagement.
- Monitored social media performance and engagement to improve content and communication strategies.

Affiliate Manager & Team Lead - 1win | February 2024 – July 2024
-Managed and coordinated a team of affiliate managers.
-Supervised affiliate acquisition, onboarding, and day-to-day partner management.
-Recruited and developed new affiliate partners and media buyers.
-Managed affiliate deals, commission structures, and promotional conditions.
Monitored team and affiliate performance, traffic quality, conversions, and player acquisition.
-Set priorities and targets for the affiliate team and follow up on performance.
-Supported team members with negotiations, partner communication, and campaign management.
-Built and maintained strong relationships with key affiliates and strategic partners.

Modifier avec WPS Office

Coordinated promotional campaigns, bonuses, creatives, and tracking links.
-Analyzed affiliate performance and identified opportunities to improve acquisition and revenue.
-Collaborated with other departments to resolve operational, tracking, and payment-related issues.

Ambassador Team Lead | ONLYPLAY
July 2025 – January 2026

- Recruited and onboarded ambassadors across different markets and communities.
- Managed and coordinated the ambassador team, ensuring clear communication and regular follow-up.
- Provided ambassadors with content guidelines, campaign updates, and assigned tasks.
- Coordinated content creation and ensured deliverables were completed on time.
- Monitored ambassador activity, engagement, and content performance.
- Maintained regular communication with ambassadors and addressed their questions and needs.
- Supported the development and execution of ambassador campaigns and community initiatives.
- Build strong relationships with ambassadors to improve engagement, retention, and overall campaign performance.

Social Media & Community Manager & Video Editor | ONLYPLAY | Current

- Managed and moderated the official Telegram, Discord, and X (Twitter) communities.

- Collected player feedback from Discord and Telegram to improve games and user experience.

- Grew and engaged the online community through consistent communication and interactive content.

- Edited and produced video content for social media and marketing campaigns.

- Created short-form video content adapted to different social media platforms.

- Attended international industry events (SiGMA, iGaming Africa Summit, GTSA, AGE and SBWA + summit) to build partnerships and expand business networks.

- Identified and developed strategic partnerships with game operators, affiliates, and industry stakeholders.

- Provided community insights and reports to support marketing and product

decisions.

- Supported brand visibility through social media management and content distribution across platforms.

- Coordinated with marketing and business development teams to support growth initiatives.

English–French Translator - Tapbit Crypto Exchange (Nov 2025 – Mar 2026)

•Translated and localized crypto-related content (articles, announcements, UI texts, support messages) from English to French.

•Ensured accurate communication for francophone users in a fast-paced Web3 environment.

•Collaborated with marketing/community teams to adapt content for African and global French-speaking audiences.

•Maintained consistency in crypto terminology and brand tone across platforms.

•Helped improve user understanding and engagement through clear localization.

Country Representative – Benin Republic | Block-Scholars Africa
2026 – Present

- Represent Block-Scholars Africa and develop its presence within the Beninese digital ecosystem.
- Build partnerships with universities, student communities, organizations, and industry stakeholders around Web3, iGaming, and digital education.
- Recruit and coordinate volunteers, ambassadors, content creators, and community contributors.
- Organize educational sessions, workshops, online events, and campus activities focused on Web3, iGaming, and digital technologies.
- Develop and engage local communities through WhatsApp and other digital channels.
- Identify local opportunities for partnerships, educational initiatives, and community growth.
- Support awareness campaigns and initiatives aimed at improving access to digital and emerging-technology education in Benin.

EDUCATION

Bachelor's Degree in English (English–French Translation)

University Center of Adjarra, Porto-Novo, Benin | 2025

Administrative Computing Diploma

2024

High School Diploma (Baccalaureate)

2021 – 2022

Modifier avec WPS Office