

FOUR AND A HALF YEARS. NINE PRODUCTS. ONE OPERATOR.

The consolidated record of running marketing, PR, comms, KOL deployment, ambassador economy, partnership development, and strategic doctrine authorship across the Syscoin ecosystem from November 2021 through May 11, 2026. Title of record: Marketing & PR Manager. Functional scope: CMO/CCO across Syscoin core, Rollux, SuperDappAI, zkSYS, Pegasys, Pali Wallet, BlockNaija, plus the regional Africa Expansion program.

★ FULL DOSSIER • SINGLE DOCUMENT

Everything on this page plus expanded source notes, built top-to-bottom as one coherent record. Recruiter-handoff ready.

▶ PART 1, THE SHAPE OF THE TENURE

PHASE 1

BRAND FOUNDATION

2021, 2023

First Syscoin field deployment in Dubai, March 24–30 2022 (~4 months into the role), 20 photos + 9 videos preserved in the work archive. **Consensus 2022** booth video production in June 2022. Iterated the Syscoin roadmap visualization through **seven versions** for conference use. Built the segmented investor deck system (Galaxy Syscoin Digital Deck with separate Retail / VC Business / VC Investor Dubai Flyer / VC Tech variants). Produced finished retail spots with sound + muted-autoplay variants. NEVM technical positioning doc as the Rollux precursor.

PHASE 2

MULTI-PRODUCT LAUNCH OPERATOR

2024, EARLY 2025

Rollux DeFi Push (Oct 2024) packaged the EVM L2 launch as a five-partner coordinated stack (Pegasys V3 + Gamma + Beefy + Clevio + LayerSwap). **SuperDapp 30-Day AI Agent Infrastructure Campaign** (Oct 2024) shipped agent-infrastructure positioning *6–12 months before* the broader crypto AI-agent narrative consensus. **Belu Crew Spanish-language drop** (Sep 30 2024) — 80 mega-KOLs, ~44.4M aggregate followers. AIDA personality bible authored Q4 2024 locking [#AIAgents](#) [#AITokens](#) positioning. **Brave Browser MOU** signed Feb 20 2025. **ChainGPT** integration shipped to 700+ SuperGroups with on-record co-CEO quote.

PHASE 3

INSTITUTIONAL PIVOT + SOVEREIGN-INFRASTRUCTURE THESIS

2025, 2026

zkSYS Launch Blueprint (May 2025), "The Final Ledger of Web3" multi-phase architecture. **Africa Expansion** scaled across 8 countries / 15 ambassadors / \$39K-yr / BlockNaija founder credential / Nigerian university circuit. **Honduras General Election** (Nov 30 2025), ~2M tally records cryptographically anchored on Syscoin Rollux via VotoLibre. **Sovereign Infrastructure / "World Auditor" thesis** (Dec 2025) reframed Syscoin from L1 competitor to *Decentralized Public Infrastructure*, connecting OBBBA tax law, 4-tier Accredited Node RWA framework, USAID/CISA grant strategy. **FORGE Campaign** (Q1–Q2 2026, 285 KB strategic assessment) architected the first blockchain campaign where AI agents earn alongside humans in a unified economy. **AI Strategy Brief v7** (Q1 2026), "From Blockchain Infrastructure to AI Infrastructure Company."

May 11, 2026 departure essay published verbatim on X. Last Superdapp alignment meeting-prep email dated May 19, 2026. Operating rhythm maintained to the last day.

▶ PART 2, THE VERIFIED RECORD

All numbers reconciled to src/data/canon.ts. The lead-campaign reach is **organic**; the \$1K below is the **operating cost** to run the campaign for the month, it did not "buy" the impressions.

LEAD CAMPAIGN, 30-DAY WINDOW

2B

ORGANIC IMPRESSIONS

30-day window · 17 affiliates + org · no media buy

29M

LIKES · +60%

across the affiliate network

2M

REPOSTS · +23%

organic amplification

287K

REPLIES · +26%

humans choosing to respond

57K

NEW FOLLOWS · +1.7%

net audience gained

17

AFFILIATES COORDINATED

plus the organization account

\$1K

OPERATING COST

cost to run · not media spend

3.3M

ZERO-BUDGET PROOF · 4 WKS

single-account method before it scaled

ECOSYSTEM-WIDE

933%

COMMUNITY GROWTH

across blockchain ecosystems · two bear cycles

99.8%

MULTI-LOCATION UPTIME

600+ endpoints · 4 sites (parallel H&H role)

\$24.01M

ROLLUX TVL

DeFiLlama · Aug 2025

433.54 EH/s

MERGED-MINING HASHRATE

Coinwarz · June 2025

248K

ROLLUX WALLET ADDRESSES

Rollux Explorer · Aug 2025

250K+

SUPERDAPP USERS

600+ SuperGroups · 16.6M \$SUPR vaulted

~2M

HONDURAS TALLY RECORDS

anchored on Rollux · Nov 30 2025 · still verifiable

8 / 15

AFRICA COUNTRIES · AMBASSADORS

\$39K/yr operating budget · 12 events/yr

Third-party confirmation of the record above — official profile, on-record quotes, election coverage, DavosWeb3 co-authorship — is collected on the journey press wall with the verified source URL behind each entry.

The bibliography of the strategic body of work.

STRATEGIC ANALYSIS: SYSCOIN AS A GLOBAL INTEGRITY UTILITY

Connects OBBBA Section 179 tax law, Honduras election deployment, Peru Law 32270, USAID + CISA grant strategy, and a 4-tier Accredited Node RWA framework into a coherent 'Syscoin as Sovereign Security Layer' thesis.

"Syscoin's future is as a Sovereign Security Layer. While other chains try to be 'World Computers,' Syscoin is the 'World Auditor.'"

FORGE CAMPAIGN STRATEGIC ASSESSMENT & OVERVIEW

Architecture for the first blockchain campaign where AI agents earn tokens alongside humans in a unified ecosystem. Documents every pivot, every killed idea (physical relics, Pegasys rebrand), every kept idea. A masterclass in pragmatic design under constraints.

"The original vision was brilliant but required resources we don't have. The final campaign keeps the core genius (weekly forge windows, agent integration, fair distribution) while cutting complexity that would delay or kill the launch."

AI STRATEGY BRIEF V7, FROM BLOCKCHAIN INFRASTRUCTURE TO AI INFRASTRUCTURE COMPANY

Operationalizes the Sovereign Infrastructure doctrine into two products: Agent Intelligence Layer + Enterprise Managed Deployments. Honduras VotoLibre as the named reference case.

"The gap is not visibility. The gap is that the market has not found a compelling reason to use what has been built. This is a product-market fit problem, not a marketing problem."

▸ NARRATIVE-RISK AUDIT

NOV 7, 2025 · ~16 KB

STRATEGIC COMMUNICATIONS ASSESSMENT, PRIMELAYER × SYSCOIN PARTNERSHIP

A 7-issue messaging-risk audit identifying landmines that would undermine community trust ('they're abandoning zkSYS'), institutional credibility ('testnet' language for a production system), and partnership framing. Rare narrative-risk thinking in crypto.

"Good strategies in this ecosystem have historically been partially executed, then redirected when priorities shifted or a competing voice emerged. This proposal is designed to force a different outcome by being specific about what the decision is and what it requires."

▸ MASTER CAMPAIGN ARCHITECTURE

MAY 2025

ZKSYS LAUNCH BLUEPRINT & SYSCOIN BRANDING STRATEGY FINAL

Multi-phase launch: SYSPARK points + Forged Infrastructure brand + user-to-builder funnel (zkSYS → Edgechains → Foundry) + explicit role/comp structure for the launch team (Ecosystem Commander + Social Lead + BD Lead).

"Every chain has activity. Only one holds the Final Ledger." / "Don't wrap your Bitcoin. Use it natively."

▸ TRUSTLESS ENGAGEMENT-BOUNTY AGENT SPEC

2025 · 225 KB

PERSONAL MANAGER AGENT, TECHNICAL PROPOSAL

Fully-specified architecture: verifies X / Instagram / TikTok / image proof; on-chain payouts; dedup-guards; RBAC (Owner/Admin/User/Auditor); rate limits, spend caps, tamper-evident audit logs. Deployable infrastructure, not vapor.

PROJECT FUTURE PROOF (PFP)

1M NFTs × \$50 = \$50M revenue ceiling. Monthly revenue share from platform fees.
Whitelisted projects required to airdrop to NFT holders. 7M SYS price-milestone grant-unlock potential (\$6.05M).

AIDA, THE SINGULAR AI AGENT OF SUPERDAPP

Full personality system for SuperDapp's AI agent, authored before the broader AI-agent crypto narrative consolidated. Locked #AIAgents #AITokens positioning early.

"AI is the evolution of intelligence. Blockchain is the evolution of trust. Together, they rewrite everything."

▶ PART 4, CAMPAIGNS SHIPPED (CHRONOLOGICAL)

OCT 2024

ROLLUX DEFI PUSH

MULTI-DEX L2 LAUNCH

Packaged Syscoin's EVM L2 launch as a coordinated 5-partner stack, **Pegasys V3 + Gamma + Beefy + Clevio + LayerSwap**, using a video-script-driven cascade across TikTok and Instagram, with DAO-governed liquidity incentives and CEX onboarding. The L2-launch playbook that became industry standard 6–8 months later when Arbitrum and Optimism formalized their season-points programs.

Outcome: Rollux TVL \$24.01M · 43.29K daily tx · 248K wallet addresses · 5K Pali Wallet DAU · 433.54 EH/s merged-mining hashrate.

OCT 2024

SUPERDAPP AI AGENT INFRASTRUCTURE

CATEGORY-DEFINING TIMING

Authored and shipped SuperDapp's AI agent infrastructure positioning, **AIDA singular-agent personality bible, comprehensive technical workflow guide, and 30-day campaign schedule**, in October 2024. Six to twelve months before the broader crypto AI-agent narrative (Virtuals, ai16z, GOAT) reached consensus in late Q4 2024 / Q1 2025. Industry validation followed: Ethereum AI team Sept 2025; Polygon Agent Toolkit, Solana Agent Kit, NEAR rebrand 2025; Coinbase Agentic Wallets Feb 2026 (50M+ tx).

Outcome: Position-claimed early. ChainGPT integration shipped with on-record Sirofsky quote. 600+ SuperGroups · 250K+ users · 16.6M \$SUPR vaulted.

SEP 30 2024

BELU CREW SPANISH-LANGUAGE DROP

Single coordinated drop across **80 Spanish-language crypto-native mega-KOLs**. Aggregate follower base: **~44.4 million**. Anchor talent: Belu Francese (1M followers). Every contributing KOL's individual tweet captured in the campaign record. Multi-month follow-through pre-architected (Dec / Jan / Feb cycles at 10–20 KOLs per week).

Outcome: 44.4M aggregate followers reached in 24 hours. Full audit trail of every tweet URL. Documented entry into LatAm crypto (one of the highest-engagement audiences globally).

MAY 2025

ZKSYS LAUNCH BLUEPRINT

"THE FINAL LEDGER OF WEB3"

Master multi-phase launch architecture for the ZK rollup. Three pillars: **SYSPARK Points System** (non-transferable, redeemable directly for \$zkSYS), **Forged Infrastructure** brand (golden rhombic dodecahedron + black/gold anti-meme-coin aesthetic), and the **user-to-builder funnel** (zkSYS Frontier → Edgechains Graduation → Foundry Forging Factory). Defined role structure: Ecosystem Commander, Social Lead, BD Lead.

Outcome: Doctrinal anchor for all Syscoin external messaging through end of 2025. Connected upstream to the Dec 2025 Sovereign Infrastructure pivot, which preserved the framing while reframing the use case from crypto-native to institutional.

★ NOV 30 2025

HONDURAS ELECTION INFRASTRUCTURE

VOTOLIBRE ON SYSCOIN ROLLUX

Contested national election (sub-1,000-vote margin between Nasry Asfura and Salvador Nasralla). **~2 million tally records** hashed, uploaded to IPFS, CIDs anchored on Rollux. Citizens audit via QR at **validaqr.com**. The proof still exists on-chain today and will indefinitely. Patrick's role: **external-narrative ownership** around the

deployment, authored the public-facing thought-leadership article, framed the institutional reframe to "Sovereign Security Layer / World Auditor."

Outcome: syscoin.org/news/honduras-proved-it-peru-scales-it. Peru queued, Law 32270 / ~2M overseas-voter pilot April 2026.

DEC 2025

SOVEREIGN INFRASTRUCTURE THESIS

"WORLD AUDITOR NOT WORLD COMPUTER"

Institutional pivot doctrine connecting four convergent pillars: **OBBBA tax framework** (Sentry Nodes reclassified as Cryptographic Infrastructure Service Units eligible for 100% bonus depreciation), **4-tier Accredited Node RWA framework** (Public / Silver verified-uptime / Gold TEE-attested / Platinum ISO 27001 / SOC 2), **sovereign deployment proof stack** (Honduras + Peru), and **grant-strategy pivot** from Web3 VCs to USAID (\$268M target) and CISA SLCGP (\$91.75M). (Honduras live, Peru in build.)

Outcome: Doctrinal foundation for any future Syscoin enterprise/government sales motion. Opened a buyer class crypto VCs cannot reach.

2025, 2026

AFRICA EXPANSION • LEDGER ARCHITECTS

8 COUNTRIES • BLOCKNAIJA FOUNDED

8-country expansion (Nigeria, Kenya, Ghana, Ethiopia, Uganda, Cameroon, Mauritius, Somalia). **15 named ambassadors**. 12 in-person events per year. 4 quarterly hackathons. **\$39K/year operating budget**, disciplined lean. KPI targets: 500+ developers trained in zkSYS/NEVM, 200+ deploying live dApps, 1,000+ African MAU on SuperDapp. Documented Nigerian university circuit: LASU, BlockchainUNN 4.0 Buildathon, NSIT Ibom with partner orgs (BlockHeader, BambaGlobal, ImportaPay, FinchPay, Girls in Blockchain). **\$SYS UTXO live on FinchPay**, Nigerian crypto-payments rail integration shipped.

Outcome: **BlockNaija founder credential**, recognized African community node. Active multi-university circuit with documented partner orchestration. Africa Tech Summit London invitation extended May 29, 2026.

Q1-Q2 2026

FORGE, AI-NATIVE CAMPAIGN ECONOMY

285 KB MASTER ASSESSMENT

First blockchain campaign where AI agents earn tokens alongside humans in a unified ecosystem. Agents autonomously stake, trade, provide liquidity, compete 24/7, same earning rules as humans, no separate "AI-only" rewards. The strategic doc is **primarily about what got killed and why**, full Pegasys DEX rebrand killed (6-mo timeline, semi-dead DEX risk); 100 CNC-machined golden rhombic dodecahedrons killed (2-4 mo lead, customs friction); complex multipliers simplified; zkSYS governance token replaced with lean utility FORGE. What survived: weekly Forge Windows, agent integration, fair distribution, tier-based animated NFTs.

Outcome: Active strategic document at the May 2026 departure. Campaign development started Q4 2025 with "Forge conversation" meetings. Publishable strategic framework that any future agent-native campaign on any chain will be a variation of.

▶ WSS / SYSARMY AMBASSADOR ECONOMY

ENGINEERED A VETTED, SCORED, IP-DEDUPED COMMUNITY OF 160 UNIQUE HUMANS FROM 298 RAW APPLICATIONS.

Patrick's named community calls itself **WSS ("White Socks Squad") / SysArmy**. Four engineering layers: (1) standard application form capturing 18 fields including wallet addresses for \$SUPR + \$SYS Rollux as on-chain identity proof; (2) manual approval, every application reviewed personally with explicit YES/NO column; (3) **IP-correlation sybil cleanup**, 298 → 160 unique after deduping 55 IP-shared clusters covering 193 suspect accounts (single IP [102.89.68.18](#) flagged across 11 different ambassador handles); (4) weekly 5-axis point grading on Mission Completion / Discord Activity / Reactions / Engagement / Twitter Activity, scored 0.0–1.0 with three-week rolling totals.

Geographic concentration: Nigeria (Lagos, Abuja, Anambra, Osun, Kano, Akwa Ibom). Notable Ghana, South Africa, UK, US, Romania, UAE representation. Top performers: Perlabee 10.75 / nozzla 10.0 / 35genre 9.0 (three-week rolling). Operational substrate behind the +933% community-growth claim, the macro number backed by a roster Patrick can name, locate, and per-week contribution-score for.

▶ NAMED KOL ROSTER

NAMED-TALENT DEPLOYMENT, CONTRACTED AND COORDINATED.

A slice of the negotiated, contracted ambassador roster, named talent across LATAM, Africa, the US, and Web2 crossover audiences, coordinated through the MAGIC cascade.

HANDLE	FOLLOWERS	REGION / NETWORK	ROLE
@hotepjesus	301K	US · HotepNation	Endorsement + multi-event partner (Rollux, SuperDapp)
@belufrancese	1M	LATAM · Spanish-language	Belu Crew anchor · Sep 30 2024 80-KOL drop
@JoshRoomsburg	296K	US · crypto-native	Ambassador: Spaces + threads + clips + graphics
@Dyor_100x	60K	crypto-native	Ambassador KPI cohort
@Godson_Mansa	35K	Africa · WAGMI Pod	Ambassador · KPI + Brave
@SimonCT (Hayess5178)	71K	crypto-native	Campaign coverage
@apexbt_crypt	52K	crypto-native	Round 1 cohort
~15 more mid-tier	25-70K each	global	Coordinated via the MAGIC cascade
reddcinema	71K	Web2 crossover	Web2 ambassador

MAGIC, THE CAMPAIGN CASCADE ORCHESTRATOR

80+ handles tagged with coverage type (COMBINATION · GENERAL HYPE · SUPR REFERRAL · MEXC REFERRAL · TA CHART) and assigned to daily release waves (Group 1 → Group 5 across 5 days, 12-16 KOLs per group). The operational artifact of how Patrick coordinated multi-day cascading posts.

▶ PARTNERSHIP PORTFOLIO

SIGNED, SHIPPED, STRUCTURED.

SIGNED / SHIPPED

Brave Browser MOU, Feb 20 2025, signed by Mickey Johnnysson. Brave Wallet integration, BAT utility in SuperDapp, Brave Rewards Partner Program.

ChainGPT integration — shipped to 700+ SuperGroups. On-record co-CEO quote from Edward Sirofsky.

PulseChain/HEX, Patrick-authored 3-phase proposal.

VotoLibre, Honduras election deployment partner Nov 30 2025.

IN FLIGHT AT DEPARTURE

Pollum / SYS Ecosystem, weekly Thursday sync. Patrick authoring `Syscoin Website` on Figma at departure.

PrimeLayer x Syscoin, cross-edited partnership doc Nov 2025.

PixelPAC, monthly progress call cadence.

Bithumb / BitMart, strategic-listing proposals.

Forbes / Chainwire, press cadence Aug-Sep 2025.

DISCOVERY CALLS (2025)

Snag Solutions · Yahav Sal · Apr 21 2025

Sweatcoin · Lorenzo Coni · Apr 22 2025

Bitcoin Asia · Spencer Brown · May → Jun 2025

Cypherock · Apr 16 2025

Camada (Brazil) · Apr 23-29 2025

Africa Tech Summit London · May 29 2026 invite

Six capability statements restated as fact. The site's capabilities matrix maps these against specific job archetypes.

01

Sole operator across a multi-product Web3 ecosystem for 4.5 years.

Marketing, PR, KOL deployment, ambassador-economy design, partnership development, conference field work, narrative authorship, designer review, regional expansion, under one author across nine products.

02

Ahead-of-curve thesis writer with receipts.

AI agent infrastructure positioning (October 2024) before the consensus narrative; ZK-PoW settlement framing (2024) before industry rediscovery; sovereign-infrastructure / "World Auditor" pivot (December 2025) before institutional-grade blockchain pitches became mainstream.

03

Operator-grade design discipline.

Every major campaign in the archive documents its trade-offs (FORGE killed physical relics, killed Pegasys rebrand, kept the lean shippable core). Pragmatism over vision-purism.

04

A real, coordinated KOL economy.

Sector tagging, daily cascade-wave orchestration (the MAGIC sheet), and IP-deduped ambassador vetting across the named roster.

05

Institutional-credibility positioning.

Honduras election anchor (verifiable, permanent, on-chain); OBBBA tax framework; USAID / CISA grant strategy; RWA framing tied to ISO 27001 / SOC 2 / TEE attestation. Not pitch decks, deployed reality.

06

Voice clarity.

Willing to write hard diagnoses ("the gap is a product-market fit problem, not a marketing problem"); not flinching from naming what isn't working.

★ FULL DOSSIER

Single document with everything above plus expanded source notes, doctrine excerpts, and the underlying archive structure.

Other tenure chapters: [/tenure/h-h](#) (13-yr Systems Administrator III) · [/tenure/meta-machina](#) (Rift Wars + Universe IP) · [/tenure/design-history](#) (The Archive · 20-yr client identity work).