



# EDWIN GUTIERREZ PIZA

## BUSINESS ADMINISTRATION

### PROFESSIONAL SUMMARY: Business Administration graduate with demonstrated success in

Web3 Business management and content creation. Achieved 600k+ social media impressions through strategic content. Seeking opportunities to leverage business acumen and digital community expertise in tech or crypto-focused roles.

## CONTACT

### Phone:

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### E-mail:

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### LinkedIn:

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### Location:

Querétaro, Qro

## EDUCATION

**Bachelor of Business Administration**  
**Universidad Autónoma de Querétaro**

Querétaro, Qro. | Jul 2019 - Nov 2024

**Strategic Entrepreneurship Development**

### Diploma

FCA-UAQ | Jan 2024 - June 2024

## SKILLS:

### Technical

- Web3 Tools: MetaMask, Etherscan, Discord, Telegram
- Content Creation: Adobe Premiere, Canva, WordPress, SEO
- DeFi Experience: DEX trading, liquidity pools, ICO participation

### Business & Professional

- Project Management: Event planning, community coordination, process optimization
- Communication: Public speaking, content strategy, team collaboration
- Languages: **English** (Native), **Spanish** (Mother Tongue)

## PROFESSIONAL EXPERIENCE

### Customer Care Representative

Wix | Jun 2024 – May 2025

- Designed and optimized client landing pages, integrating tracking to monitor performance.
- Trained in website/domain policies and procedures, improving client satisfaction.
- Managed inquiries via CRM, improving response times by 15%

### Business Operations Intern

Agrícola Pantoni S de RL de CV Feb 2024 – May 2024

- Developed management and analysis skills through process implementation
- Implemented new documentation systems and operational workflows
- Collaborated with cross-functional teams to optimize business procedures

### Academic Support Coordinator (Social Work)

Cuidadores UAQ Feb 2023 - Aug 2023

- Managed academic support program scheduling and coordination
- Enhanced student engagement through personalized support sessions
- Developed and maintained stakeholder communications

## WEB3 & COMMUNITY LEADERSHIP

### Founding Member

Neo Tokyo NFT Oct 2021 – Present

- Selected as original minter among competitive applicants for exclusive Web3 project
- Collaborated with Web3 influencers to create educational content generating thousands of views
- Built industry network at major blockchain events in San Francisco and Las Vegas

### Content Creator

Independent Aug 2018 – Present

- Achieved 600k impressions on X (Twitter) 250k on a single day
- Founded "Exitto Emprendedor" YouTube channel (2018-2021), producing entrepreneurial content gaining thousands of views
- Actively participated in DeFi protocols and Web3 communities

## LEADERSHIP & CERTIFICATIONS

**Toastmasters International** Jan 2016 – Dec 2023

- Served as Club Splendor Secretary (2017-2018), Developed exceptional communication skills and fostered collaborative environments
- Earned: Competent Communicator, Competent Leadership, Advanced Leadership Bronze certifications