

Ivan Benavides

Marketing & Business Development Leader

iabenavides@proton.me | Austin, USA | [LinkedIn](#) | 512-947-3223

Achievements

- Data-driven operator in highly technical organizations
- Oversaw marketing initiatives that led to \$150M+ in available bug bounties at Immunefi, cementing the brand as the clear leader in the Web3 bug bounty space
- Crypto native, team builder, GTM strategist, agile marketer, cross-functional leader, self-learner

Skills

Figma	Salesforce	Customer Acquisition	GTM	Jira
Content Marketing	B2B & B2C & B2B2C	Partnerships	Web3	Adobe Suite
Growth	Business Development	Customer Retention	Global Team Management	Blockchain

Experience

Stealth Startup

Sep 2023 - Present

Head of Web3 Go To Market Strategy

Blockchain

- Partner with executive team to build business topline metrics, and all team OKRs
- Develop and execute GTM strategies, including SEO and SEM, business development, events, community, and paid social
- Manage a team of 4 marketing professionals
- Build automated systems with the latest, cutting-edge technologies

Immunefi

Nov 2021 - Sep 2023

Head of Web3 Marketing

Leading Web3 Bug Bounty Platform

- **Steered the overarching marketing vision**, aligning business goals with market insights and innovative strategies to drive brand prominence within the crypto security space
- Spearheaded multi-channel campaigns that **resulted in over 10x growth, positioning Immunefi as the leading web3 bug bounty platform**
- Established Business Development, Partnership, and co-marketing efforts and departments
- **Built and led a team of 6 Marketers**, fostering a culture of collaboration, continuous learning, and excellence
- **Leveraged analytics and performance metrics** to optimize campaigns, identify trends, and pivot strategies as needed, ensuring a strong ROI and stakeholder satisfaction
- Oversaw the creation and **implementation of OKRs** across the org
- Designed and led in-person and online events with new partners, and clients launching on Immunefi's platform
- Designed, wrote, edited, tested, and improved content making Immunefi's brand come to life. This included product flows, interface language, product names, and other brand activations
- Developed and executed multi-channel marketing campaigns on Twitter (X), Discord, Facebook, Instagram, LinkedIn, Reddit and email
- Maintained Immunefi's blog and content calendar
- Bridged the gap between product and marketing teams to identify and capitalize on growth opportunities.
- Oversaw the creation of branding, swag, and graphics while managing 2 Designers
- Managed a community of over 52,000+ Discord, Telegram and Twitter (X) users

Hitch Technologies

Sep 2019 - Nov 2021

Director of Growth

Long Distance Rideshare

- Created and implemented full funnel growth strategies, including **customer acquisition, activation, and retention campaigns**
- **Led business development planning and execution** to drive sales, demand generation, and enablement with channel partners
- **Achieved 2000% Y/Y growth** in revenue as a direct result of innovative growth strategies

Accenture

Jul 2018 - Sep 2019

LATAM Team Lead

IT Services and Consulting

- Led operations and performance of an established project consisting of machine learning
- **Managed a team of 35 analysts**, providing them with training, coaching, and support
- Created and delivered client monthly and quarterly business reviews
- Set KPIs and empower the team to work together toward those goals

Ride Austin

Jun 2016 - Jul 2018

Head of Customer Acquisition

Urban Rideshare

- Created and implemented the overall marketing strategy
- Managed partnerships with many high-profile brands such as Honda, Samsung, and Google
- Built and led cross-functional teams that operated from multiple global sites
- Worked closely with the product team to ensure product development aligned with market needs

Uber Technologies

Apr 2015 - Jun 2016

Sr Marketing Manager

Urban Rideshare

- Oversaw event marketing strategy creation and execution for all Texas markets
- Served as the Lead Performance Marketer, training other marketing managers across the US
- Executed innovative marketing stunts that yielded PR attention, placing Uber as the go-to rideshare

Google

Oct 2014 - Apr 2015

Sales and Marketing Specialist

Search Engine / ISP

- Managed marketing automation for Google Fiber using Pardot by Salesforce
- Planned and executed events for the expansion of Google Fiber in the Austin Market
- Created and implemented business development programs that fostered repeat business

Cityflag LLC

Apr 2012 - Oct 2014

CMO & Co-Founder

Civic Engagement App

- Led business development, community, and investor relations for seed round
- Implemented agile frameworks for our dev and marketing teams
- Launched and expanded services in San Antonio and Mexico City, completing 500k+ work orders

Education

The University of Texas at Austin

BA, International Relations

- Business foundations certificate from McCombs School of Business
- President of MEDI, political activist student organization
- Study abroad program at UFRGS in Porto Alegre, Brazil