

# Christopher lach

Charlotte, NC — Remote

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## SUMMARY

I'm a Crypto native marketer and community builder with hands on experience across DeFi, Layer-2 ecosystems, and Web3 product launches. Skilled at turning complex ideas into engaging narratives, hosting active communities, and coordinating marketing campaigns for driving brand awareness. Seeking a remote role where I can combine strategy, storytelling, and execution to grow emerging crypto projects. I've also done product research in the past as well.

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## EXPERIENCE

### Marketing & Community Role @Curvance (DeFi Protocol)

Remote | Nov 2024 – July 2025

- Produce **weekly educational content** (written threads, video explainers) to simplify protocol mechanics and boost brand visibility.
- Manage an active Discord and Twitter community, **collaborating with moderators** to resolve user tickets and maintain a positive atmosphere.
- Host **weekly community calls** with project updates and **Friday office hours** as a relaxed coworking space to build culture and retention.

- Represent Curvance on **comarketing Spaces**, presenting product insights and building bridges with partner communities. Organized and hosted some of these calls.
- **Write and refine technical documentation** to improve clarity for both users and integrators.
- Contribute **product testing & feedback**, helping dev teams identify UI and flow improvements before launch.
- Author **partnership integration blog posts**, collaborating with external protocols to highlight synergies.
- Conduct **market research** on DeFi products and integrations to guide product development
  
- Help **run community initiatives** (campaigns, contests, reward systems) to boost engagement and brand loyalty.
- **Refine marketing strategy and copy**, ensuring alignment of tone, narrative, and goals across all channels.
- Have been to conferences in person increasing the brand awareness and speaking with

#### **Ecosystem Contributor — Superseed (Layer-2 Blockchain)**

*Remote | May 2025 – Present*

- Shaped narrative around Superseed's **self-repaying loan** and **multi-revenue ecosystem**.
- Produced high-impact educational threads, posts, and visuals explaining "Supercollateral" and "Proof-of-Repayment" concepts.
- Supported campaign planning for the **Seeds incentive program** and community engagement events. This included custom edited videos, threads, graphics, ect.
- Developed on-chain analytics insights to track bridged assets, TVL, and ecosystem growth trends.
- Assisted with brand voice development and positioning across social and partner channels.
- Organized and planned content with third party video services to build out the branding

- Made custom video guides for using products, buying tokens, and participating in 3rd party campaigns.
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## KEY SKILLS

Community management • DeFi & Layer-2 ecosystems • Content strategy • Marketing ops • Copywriting • Partnership coordination • Educational content • Twitter & Discord management • Product testing • Notion • Canva • Data-driven storytelling

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## SELECTED PROJECTS

**Youtube Podcast** — Designed recurring update + office-hour format adopted by multiple partner protocols.

**Analytics Bot Prototype** — Built modular script tracking bridged assets and TVL for onchain insights.

**Medium Articles** - wrote some deeply researched medium articles about US treasuries and on chain RWAs as well as the power of stablecoin payments

Did some paid video work for Silo Finance -

<https://x.com/Christopherlach/status/1772655362719539623?s=20>

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## EDUCATION

1 year at Central Piedmont Community College - Computer Science

## References :

Tom, Curvance: Chris is a wealth of knowledge when it comes to DeFi, and all things as it pertains to being crypto native. He has a strong background in community management, writing, speaking, and content creation. Any web3 project would be lucky to have him as an asset.