

Lev Kashkin

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Professional Summary

- Three years as a Binance Angel volunteer, organizing on-campus crypto education events and meet-ups
- Skilled in digital marketing campaigns, community management, e-commerce listings, and content creation
- BA (Hons) in Communication & Digital Media, University of York

Key Skills

- Community Management & Event Coordination
- Digital Marketing Campaign Strategy
- E-commerce Listings & On-Page Optimization
- Content Creation (video, photo, copywriting)
- Basic SEO Support & Content Publishing
- Data Tracking & Reporting (Google Sheets, Google Analytics)
- Cross-Functional Collaboration & Client Support
- Adaptability, Self-Motivation & Clear Communication

Experience

Community Manager (Volunteer)

Binance Accelerator Program | Sep 2022–Present

- Organized official Binance Academy lectures on campus, attracting several dozen students
- Managed event logistics (venue setup, registration workflow, post-event summaries)
- Collaborated with Binance Greece leadership and local student groups to boost attendance
- Drafted materials and playbook outlines to support Futures Business Development initiatives

Sales & Marketing Manager

KaspiKZ & Partner Marketplaces | May 2021–Jun 2022

- Created approximately 300 product listings on KaspiKZ, Wildberries, Halyk Market, Jusan Market and Forte Market
- Wrote SEO-aware titles and descriptions to enhance product discoverability
- Monitored sales data in Google Sheets and recommended pricing and promotion adjustments
- Expanded online sales channels and coordinated inventory updates across multiple marketplaces

Online English Teacher

ELC Almaty | Sep 2020–May 2021

- Developed multimedia lesson content and digital teaching materials for university students
- Optimized slide decks and handouts for readability and engagement

Education

BA (Hons) in Communication & Digital Media, University of York, UK | 2020–2025

Certifications

- Binance Academy Certified | 2023
- Google Analytics Individual Qualification | 2024
- SEO Fundamentals (Coursera) | 2025

Languages

- Russian (Native)
- English (C2)
- Kazakh (Intermediate)
- Greek (Basic)