Muhamad Novreysa
Community Manager & Marketing

Hard Skill

- WordPress
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Canva
- Figma

Education

Universitas Pelita Bangsa
Bachelor of Digital Business
2022-Now • 3.9/4 GPA

Activity

- Field Trip UMKM Subang 2023
- Contest ESCA (Embrace Student Creativity) UNSOED 2023

Language

- Indonesia - Native
- English - Medium

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+62 895 0644 6413

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Bekasi, West Java, Indonesia

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Telegram
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Profil

I'm a crypto enthusiast, actively involved since 2018. Active on sectors such as DeFi, Web3, and blockchain gaming. I good at building and managing community, designing effective marketing strategies, and strengthening relationships with opinion leaders to increase project visibility and credibility. With a combination of deep insight and strategic skills, I am committed to driving innovation and growth in the ever-evolving crypto ecosystem.

Work Exprience

Community Manager
Feb 2024 - Now

- Created L2E content concepts for each project that doing launchpad.
- Building a community for Indonesia
- Increased 10% launchpad participants from Indonesian users
- Always helps solve consumer problems.

Marketing
Sept 2023 - July 2024

- Successfully hosted an AMA event
- Organizing trading competitions with Bitget (BA : Lionel Messi) and bybit.
- Collaborating in terms of partner listing with 3 CEX

Head Of Marketing
Jan 2020 - Feb 2021

- Successfully hosted an AMA event with 30+ projects
- Collaborating with 2 exchanges from the top 5 CEXs
- Organizing campaign events with participant consistency reaching +2000

Manager Indonesian & KOL
Mei 2020 - Okt 2020

- Increased in-app users by 27%
- Indonesia rank 1st in the country with the most app users.
- Create KOL content with YouTubers and influencers.
- Video content reaches over 100,000+ viewers

Support Community
Januari 2019 - Mei 2019

- Successfully grew and maintained an active community.
- Provided timely support and assistance to community members.
- Educated community members about the project and related topics