

# Aidan Byrne

[aidanmichaelbyrne@gmail.com](mailto:aidanmichaelbyrne@gmail.com) | 258 Maplewood Ave, Portsmouth, NH 03801

<https://www.linkedin.com/in/aidan-m-byrne>

## PROFILE

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Marketing and growth lead with experience driving user acquisition, retention, and product adoption across crypto platforms. Skilled in strategy, go-to-market execution, and cross-functional collaboration to align brand, product, and data into measurable growth.

## PROFESSIONAL EXPERIENCE

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### Artura Finance, Remote

March 2024 – Present

*One of the leading perp DEXs on EVM-compatible BTC L2's & Base backed by CMS Holdings, UTXO, Echo, and more.*

#### Marketing and Growth Manager

- Led cross-functional coordination across design, social, product, and dev teams to align and execute GTM campaign strategy
- Conducted research with analytics dashboards and feedback groups to onboard thousands of new users and increase retention
- Created multi-format educational narratives including videos, articles, posts, etc... to support new and advanced traders
- Managed 30+ partnerships with KOLs, BD partners, and external agencies for PR, design, infra, and community initiatives
- Directed social and marketing efforts, growing following to 60K+, and generated millions of impressions across platforms

### SubtractSix, Miami, FL

February 2021 – September 2023

*Web3 investment management and creative studio pursuing safe and innovative endeavors for newcomers on the blockchain.*

#### Marketing Manager

- Researched market trends and trader behavior to refine product positioning and strengthen narrative strategies for audiences
- Managed a micro-fund, raising nearly six figures and creating contributor-facing campaigns grounded in market insights
- Produced long and short-form content across socials to drive user acquisition and communicate product value to traders
- Coordinated between internal teams to support product development and ensure consistent messaging across channels
- Led social growth and brand strategy, organically scaling audience engagement by thousands of followers in several months

### Lumeo, Brooklyn, NY

September 2019 – April 2021

*Digital media and marketing studio with a focus on branding, management, and content strategy for clients on an international scale.*

#### Marketing Specialist

- Managed paid campaigns (Facebook, IG, Snapchat, TikTok) to test messaging, optimize conversions, and scale acquisition
- Collaborated with designers to shape marketing assets that matched audience insights and improved campaign performance
- Turned ad, web, and SEO analytics into actionable recommendations that informed positioning and future marketing strategy
- Built and organized wireframe copy and content systems in Notion to streamline product and web development workflows
- Managed digital campaigns and updates through CMS tooling and supported product launches with ongoing optimization.

## EDUCATION

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### University of Tampa, Tampa, FL

August 2015 – May 2019

*Bachelor of Advertising and Public Relations*

## SKILLS and LITERACY

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**Literacy:** Familiar with major DeFi ecosystems including Ethereum, Bitcoin, Base, Solana, and EVM-compatible Layer 2s, as well as memes, NFTs, lending, wallets, perp markets, and liquidity protocols across these networks.

**Technical Skills:** Notion, GitBook, Medium, Typeform, Cookie3, Zealy, Galxe, Canva, Discord, X (Twitter), Airtable, Figma, Google Docs, Telegram, Slack

## PORTFOLIO

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**Articles:** [Bitcoin.com Article](#) | [Mainnet Launch Article](#) | [Rebrand Announcement](#) | [Comparison Feature](#) | [Artura Docs Contributor](#)

**Socials:** <https://x.com/arturafinance> **Videos:** [TGE Video](#) | [Perp DEX Callout Video](#) | [Mainnet Video](#)

## RECOMMENDATION LETTER

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To Whom It May Concern,

I am writing to enthusiastically recommend Aidan, who has served as our Social Media Manager at Artura Finance for the past year and a half. During this time, Aidan has consistently demonstrated exceptional skill, dedication, and professionalism in managing our communications in the DeFi space.

Aidan has been solely responsible for all content creation and management of the @arturafinance official X account, including crafting tweets, writing in-depth articles, and developing engaging thread content. Aidan has also been a solid public Telegram communications manager, helping us maintain our presence across key community channels. What sets Aidan apart is not just the quality of the work, but the remarkable consistency with which it has been delivered over an extended period. In an industry where maintaining a strong and regular presence is crucial, Aidan has proven to be utterly reliable.

One of Aidan's greatest strengths is the ability to see projects through to completion. Time and again, Aidan has demonstrated a "cross the finish line" mentality, ensuring that every piece of content is polished, published, and properly executed. This follow-through, combined with a strong work ethic, has made Aidan an invaluable member of our team.

Beyond technical skills, Aidan brings a level of commitment and professionalism that is rare to find. The initiative and ownership Aidan has taken over our communications has directly contributed to our brand's growth and engagement in the digital space.

I recommend Aidan without reservation and am confident that any organization would benefit greatly from having someone of Aidan's caliber on their team. Please feel free to contact me if you require any additional information.

Sincerely,

Michael Founder, [Artura Finance](https://x.com/arturafinance) ([x.com/arturafinance](https://x.com/arturafinance))

Email: [michael@artura.finance](mailto:michael@artura.finance)

TG: [leveraged100](https://t.me/leveraged100)