

YOLFRY ENRIQUE TUBÍÑEZ MONTAÑEZ

Entrepreneur | | Digital Strategy Specialist | | Blockchain Consultant

Location: Valencia, Venezuela | Phone: +58 412 986 6255 | Email: yolfry@gmail.com | X (Twitter): @yolfry

Professional Profile

Chemical Engineer with over 15 years of experience in business development, digital marketing, and blockchain-based technological projects. Founder and leader of companies across diverse sectors, from marketing and print media to horse racing betting and Web3 technology. Currently focused on promoting, studying, and developing blockchain-based solutions that positively impact emerging markets.

Work Experience

Web3 Projects and Consulting (Freelance) | | January 2018 - Present | Remote

- **Invernez (2024 - Present):** Led the development and presentation of the project, securing 3rd place in an incubator among 14 teams.
- **Fractls | Push Protocol Bootcamp (2024):** Coordinated the implementation of Smart Contracts and full-stack integration, achieving 4th place among 21 teams.
- **SpinWheel | Ethereum Uruguay Hackathon (2024):** Developed the backend and integrated blockchain, completing an MVP in a competitive environment.
- **Bitcoin Gold (2018 - 2019):** Promoted the adoption of Bitcoin Gold in Venezuela, organizing conferences with over 200 attendees.

CEO and Founder | Pegasoplay Corporation C.A. | | January 2020 - March 2022 | Valencia, Venezuela

- Launched a horse racing betting platform, generating over \$80,000 in annual revenue.
- Created and managed the YouTube channel "Desafío Hípico," reaching 14,000 subscribers by 2022; the channel now has nearly 30,000 subscribers and over 250,000 monthly visits.
- Expanded the user base to 1,500 through a digital marketing strategy centered on the YouTube channel.

Entrepreneur and Independent Consultant | | September 2013 - December 2019 | Maracaibo, Venezuela

- **Founder, YFF Solutions C.A. (September 2013 - December 2019):** Started and led a paper trading company, achieving sales of 500 reams in the first year and 700 in the second, later adding printing services.
- **Administrator, Millenium Corporation C.A. (January 2014 - February 2016):** Revitalized a printing company, increasing sales by 70% in two years, before closing the operation and transferring services to YFF Solutions.
- **Digital Marketing and SEO Consultant (September 2017 - December 2019):** Improved the online visibility and expanded the customer base of small businesses through digital marketing and SEO strategies.

Ministry of Industries | | September 2007 - August 2013 | Venezuela

- **Plant General Coordinator | National Plastic Corporation (October 2012 - August 2013):** Supervised operations, leading 65 employees and improving operational efficiency by 20%.
- **Operations Coordinator | National Plastic Corporation (January 2010 - September 2012):** Enhanced production efficiency by 15% and reduced defects by 10%. Led a key project for the production of forestry tubes, resulting in a 50% increase in plant capacity.
- **Production and Process Engineer | INVEPAL (April 2009 - December 2009):** Optimized efficiency in the paper plant by 12%.

- **Technical Advisor (September 2007 - September 2008):** Provided technical assistance to companies, facilitating their industrial development.
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Education and Certifications

- **Digital Assets and Blockchain Certificate** | Binance Academy & VSE | August 2024
 - **Push Protocol Bootcamp** | Push Protocol | June 2024 (1st Place in several categories)
 - **Web3 Development Course** | ETH-KIPU | 2023
 - **Blockchain: Foundations and Use Cases** | ConsenSys | 2019
 - **Challenges and Opportunities in the Digital Economy** | Inter-American Development Bank (IDB) | 2018
 - **Chemical Engineer** | University of Carabobo | 2009 | Valencia, Venezuela
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Skills

Strategic and Business Skills:

- **Project Management:** Planning, execution, and delivery of industrial, digital, and Web3 projects, team management, coordination of multiple development phases.
- **Business Development:** Market strategy, opportunity analysis, development and launch of new digital platforms, presentation of projects to investors and stakeholders.
- **Digital Marketing:** Content strategies, SEO, social media marketing, creation and management of digital campaigns, optimization of online presence with a focus on YouTube.

Technical Skills in Software Development (Practical Experience):

- **Blockchain & Web3:** Smart Contracts development (Solidity), implementation and security with OpenZeppelin, wallet management with MetaMask, interaction with Ethereum using web3.js and ethers.js.
- **Backend:** Node.js, Express.js, Mongoose, integration with MongoDB (Atlas) databases.
- **Frontend:** React.js, API integration, and user interface development.
- **Databases:** MongoDB (Atlas), data management, and modeling with Mongoose.
- **Tools and Frameworks:** Git, Pinata (IPFS), Infura.
- **Notifications and APIs:** @pushprotocol/restapi, Axios.

Soft Skills:

- Leadership, team management, adaptability, innovation, strategic thinking, problem-solving.

Languages:

- Spanish (Native), English (Intermediate/Advanced).

References

- Diego Pérez | Former Supervisor at National Plastic Corporation | +58 412 506 9391
- Fernando Flores | Partner at YFF Solutions | +56 928 013 546
- Luis Rivas | Collaborator on the Invernez Project | +58 412 867 2379