

RIYAD HASAN

Community Manager | Web3 Growth Specialist

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PROFESSIONAL SUMMARY

Results-oriented Community Manager and CSE graduate from MIT with extensive experience in the Web3, DeFi, and Crypto Exchange sectors. Proven track record of scaling communities from the ground up, managing high-volume Discord/Telegram groups, and converting passive members into active token holders. Expert in FUD mitigation, strategic engagement, and bridging the gap between technical developments and community understanding.

PROFESSIONAL EXPERIENCE

Senior Community Manager

Present

Confidential Tier-1 Crypto Exchange

New York, USA (Remote)

Spearheaded community growth strategies resulting in a **40% increase in active daily users (DAU)** across Telegram and Discord within 6 months.

Manage a team of 15+ global moderators, implementing 24/7 coverage schedules to ensure rapid response times and immediate spam/scam removal.

Organize and host weekly AMAs (Ask Me Anything) sessions with founders and developers, averaging 2,000+ live listeners per session.

Collaborate with the marketing team to execute "Learn and Earn" campaigns, driving \$500k+ in trading volume during launch weeks.

Community Lead & Growth Manager

2023 – 2024

Emerging DeFi Protocol / Web3 Startup

Remote

Architected the Discord server structure from scratch, implementing role-based permissions, verification bots (Collab.Land), and security measures to protect 50k+ members.

Developed and executed a "Community Ambassador" program that onboarded 100+ key opinion leaders (KOLs) to advocate for the project on X (Twitter).

Successfully mitigated FUD during high-volatility market periods by maintaining transparent communication and releasing timely technical updates.

Analyzed community sentiment using social listening tools to provide actionable feedback to the product development team.

Web3 Moderator & Content Strategist

2022 – 2023

NFT Marketplace Project

Remote

Curated daily educational content explaining complex tokenomics and roadmap milestones, increasing engagement rates by 25%.

Resolved technical support tickets via Discord and Telegram, assisting users with wallet connection issues (MetaMask, Trust Wallet) and gas fee troubleshooting.

Partnered with other Web3 projects for cross-community collaborations and giveaways, expanding the user base organically without paid ads.

EDUCATION

Massachusetts Institute of Technology (MIT)

Cambridge, MA

Bachelor of Science in Computer Science and Engineering

SKILLS & TOOLS

Community Platforms: Discord (Advanced Setup, Bots, Roles), Telegram (Group Help, Rose Bot), Reddit, Medium.

Web3 Competencies: DeFi Protocols, DAOs, Tokenomics, Wallet Troubleshooting, On-chain Analysis (Etherscan), Smart Contract basics.

Marketing: Twitter Spaces, AMA Hosting, Gleam.io Campaigns, Meme Contests, Viral Marketing, Influencer Outreach.

Soft Skills: Crisis Management, Conflict Resolution, Remote Team Leadership, Intercultural Communication.