KARTHIKEYAN VELUSAMY
Blockchain & DeFi Growth & Research Specialist
Cardiff, Wales, United Kingdom | karthikeyanvcb@gmail.com
LinkedIn: https://www.linkedin.com/in/karthikeyan-velusamy-245618244 |
Portfolio: https://karthikeyanvcb.github.io/portfolio | GitHub:
https://github.com/karthikeyanvcb

SUMMARY

Blockchain and DeFi professional with over 3 years of experience building multilingual communities, driving go-to-market strategies and conducting academic research. Currently pursuing a Ph.D. focused on enhancing DeFi protocol resilience across Ethereum and Layer-2 networks. Proven track record scaling communities from zero to 10,000+ members, generating double-digit monthly growth, launching educational campaigns and producing technical content with 5k+ readers. Adept at aligning business and technical teams, translating complex concepts and delivering secure, scalable solutions.

CORE COMPETENCIES

• DeFi & Web3 Strategy • Community Growth & Engagement • Go-to-Market & Growth Marketing
• Ecosystem Partnerships & Business Development • Research & Data Analysis • Content Creation & Technical Writing
• Product Development & Launch • Tokenomics & Incentive Design • Smart Contract Development (Solidity)
• Data Analytics & Dashboards (SQL, Python, Dune Analytics, CommonRoom) • Tools: Discord, Telegram, Twitter, Notion, GitHub

PROFESSIONAL EXPERIENCE

Growth & Community Lead – Crypto Tamil Community (Remote, Jan 2022 – Present)
– Founded and scaled a multilingual crypto community from zero to 10,000+ members, achieving double-digit monthly growth via educational content, AMAs and events.
– Designed and executed integrated marketing campaigns across Telegram, Twitter and Discord, boosting engagement rates by 20% and doubling membership in 12 months.
– Organised workshops and webinars with industry leaders and influencers, strengthening partnerships and community knowledge.
– Implemented analytics dashboards and reporting workflows, improving moderation efficiency and reducing spam/fraud incidents by 30%.
– Mentored a volunteer team and developed playbooks for onboarding, support and event management.

Web3 Program & Content Consultant – Freelance (Remote, Jan 2021 – Present)
– Advised DeFi and NFT protocols on product positioning, tokenomics and community growth strategies, contributing to token launches that collectively raised over $2M.
– Produced 15+ in-depth articles, tutorials and research briefs on blockchain scalability, zero-knowledge proofs and DeFi best practices, generating more than 5,000 views and establishing thought leadership.
– Collaborated with cross-functional teams to align messaging with technical roadmaps; developed presentation decks and investor materials.
– Built KPI dashboards using Python and SQL to monitor user adoption and retention; delivered actionable insights to founders and marketing teams.

Researcher & Analyst – Cardiff Metropolitan University (Cardiff, UK, Jul 2025 – Present)
– Conducting Ph.D. research on secure, scalable and interoperable DeFi infrastructure across EVM and Layer-2 networks, focusing on risk assessment, secure smart contract patterns, cross-chain liquidity safeguards, oracle redundancy and governance mechanisms.
– Developing and testing modular frameworks in Solidity and TypeScript; analysing on-chain data and historical incidents to identify vulnerabilities and propose mitigations.

– Validated nodes on various networks and participated in web3 events to stay engaged with the ecosystem.

EDUCATION

Ph.D. in DeFi Security – Cardiff Metropolitan University, UK (2025–2028, in progress)
Research: Enhancing DeFi Protocol Resilience Across Ethereum and Layer 2 Networks; developing modular frameworks for secure, scalable and interoperable financial infrastructure.

M.Sc. in Advanced Computer Science – Cardiff Metropolitan University, UK (2023)
Achieved Distinction; dissertation investigated blockchain scalability solutions, improving transaction throughput by 25%.

B.E. in Computer Science & Engineering – Anna University, India (2020)

PROJECTS & PUBLICATIONS
– Crypto Tamil Community – Built a community of 10,000+ members delivering DeFi education and support to non-English speakers.
– Technical Articles – Authored guides and tutorials on scaling solutions, ZK proofs and DeFi best practices with 5,000 readers.
– Academic & Ecosystem Engagement – Published research on Layer-2 scaling and DeFi security; validated nodes across various networks; active in web3 events.

CERTIFICATIONS
Blockchain Solutions Architect (CBSA) – Blockchain Training Alliance | DeFi Certified Analyst – DIA Academy
Ethereum Bootcamp – Alchemy University | Master the Art of Direct Smart Contract Interactions – Udemy
Web3 101 Course – MetaMask | Python for Data Science – IBM | Foundations of Cybersecurity – Google