

KARTHIKEYAN VELUSAMY

Blockchain & DeFi Growth & Research Specialist

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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