Kevin Peng

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Toronto, ON, Canada

Hunan, China

Research / Business Development / Marketing&Growth / Data Analysis

EDUCATION

University of Toronto St. George	**Toronto, Canada**
Bachelor of Arts in Media Studies & Cinema Studies	**Aug. 2020 - Gap**

EXPERIENCE

Research & BD	**Remote to Hybrid**
Multiplex Labs	**Nov. 2022 - Present**

- Conducted extensive research on blockchain infrastructure and market analysis, focusing on underlying consensus mechanisms (POS), modularity (IBC, Celestia), scalability, and sharding MEV, etc.
- Participated in the Delphi Labs Cosmos Hackathon as a finalist with in-house dev team, served as the head of business development and research for the project.
- Established a strong network and fostering collaborative efforts with key players such as dYdX, Delphi Labs, Zetachain and Cosmos. Maintained and nurtured existing partnerships with various IBC blockchain foundations such as Osmosis, Stride and Evmos, as the company actively participated in validating these networks. Leveraged these partnerships to expand the company's business and industry presence.
- Actively participated in decentralized on-chain governance discussions as a representative of the firm and vote on the behalf of the company. This included forums for projects such as Cosmos Hub, Osmosis, Evmos, Stargaze, and more.

Growth	**Remote**
Clique	**Nov. 2022 - Jan. 2023**

- Established and managed a data pipeline on Azure, creating tracking data tables for efficient analysis and supporting growth objectives.
- Collaborated with the Product team to identify feature and UX enhancements by analyzing tracked metrics and reducing user frictions.
- Developed SOPs for the BD team and growth operation aligning partner requirements and objectives with internal workflows. Acted as a liaison between users, clients, and internal teams, incorporating feedback into actionable improvements on project design, day-to-day operations, and community management.

Content Marketing Lead	**Remote**
Chainpeak (Marketing Agency and Consulting)	**May. 2022 - Nov. 2022**

- Designed and implemented user growth campaigns for clients including Versailles Heroes, Formless, CoinUp, Chair.Finance, and more, resulting in high engagement on Twitter with over 1,000 likes and 500+ retweets.
- Developed and published over 10 educational content pieces, such as whitepapers and press releases, to educate and engage the community. These materials were distributed through various channels, including Gitbook, Medium, Twitter, newsletters, Telegram, and Discord.
- Created comprehensive daily, weekly, and monthly branding plans, as well as events and festival campaigns, utilizing on-chain Web3 native growth tools such as Galxe, Quest3, Port3, and Link3 to fuel client community growth.
- Standardized the working procedures for different roles, such as the daily Twitter operation, internal Q&A handbook for community managers.
- For effective promotion, established a network with marketing resources such as influencers, CEXes (Gate.io, MXC, Lbank) , and wallets.

Community Moderator	**Remote**
Ezek Club (PhantaBear)	**Dec. 2021 – Feb. 2022**

- Established strong communication channels with NFT holders, facilitating effective communication and addressing any issues that arise.
- Structured and set up the Discord community, leveraging features like bots (Mee6, Giveaway bot, Ticket Tool, etc.) to enhance community management and improve efficiency.
- Organized and oversaw AMA sessions and community networking events within the Discord community. Successfully reached out to and cooperated with major NFT communities (e.g., 721 Club, Cool Cats), including managing whitelist raffle initiatives.

Chinese Community Moderator

Remote

Shiba Inu Token

Apr. 2021 – Aug. 2021

- Led the operations for Shiba Chinese official Telegram community management, overseeing activities and ensuring effective communication with community members. Played a key role in translating content, including the whitepaper and tweets, to facilitate communication and engagement with the Chinese-speaking audience.
- Created the Shiba Inu Token Chinese mirror website, offering Chinese holders a dedicated platform to access information and engage with the project.

Co-Founder

Remote

TerrierSwap

May 2021 – Aug. 2021

- Conducted market competitor research, resulting in the development of a comprehensive project roadmap and the production of research and growth reports. Successfully grew the community by attracting over 3,000 users, leading to a million-dollar market cap for the token.
- Managed the entire project development process, assembling and coordinating the team. Authored the whitepaper on Gitbook and created other informative content.
- Established and actively managed the project's official community and social media accounts. Oversaw the launch of the project's meme token on the Binance Smart Chain (BSC).

EXTRACURRICULAR EXPERIENCE

VICE PRESIDENT

Oct. 2020 – Oct. 2022

University of Toronto, ViewFinder Photography Club

HIGHLIGHTS

- Demonstrated expertise in conducting structured and data-driven research on blockchain projects, analyzing technical documentations and fundamentals. Possesses a sophisticated understanding of underlying blockchain technology, with a specific focus on infrastructure and the complexities of the DeFi space.
- Excellent communication and storytelling skills, with a keen attention to detail, enabling effective dissemination of complex concepts. Utilizes the first-principle mental model for analysis.
- Self-starter and self-learner, with a strong ability to independently acquire new knowledge and skills. Demonstrated exceptional sourcing skills for collecting relevant information, and utilizing RSS feeds as an info aggregator to filter out noise and stay updated with relevant industry news.
- Expertise in data analysis using Dune and Flipside, utilizing data-driven insights for informed decision making.

SKILLS

- Data Analytics: Proficient in MySQL, Dune Analytics, Flipside, Footprint, Arkham, Glassnode, Theblocks, Nansen and Excel for conducting data analysis and deriving insights. Also skilled in Photoshop and Final Cut Pro for content creation.
- Language: English (Excellent), Mandarin (Native)
- Research and Writing: Demonstrated ability to write data-driven/illustrated research reports and efficiently vet text content.
- Office Environment: Highly adaptable to global office environments, proficient in using Google Suite, Discord, Telegram, Slack, and other communication and collaboration tools when necessary.