Kevin Peng

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Toronto, ON, Canada

Changsha, China

Research / Business Development / Marketing & Growth / Data Analysis

PROFESSIONAL SUMMARY

Experienced professional in blockchain research, business development, and marketing with a strong background in data analysis and community management. Skilled in conducting structured research, fostering partnerships, and driving growth in the crypto industry.

EDUCATION

University of Toronto St. George	**Toronto, Canada**
Bachelor of Arts in Media Studies & Economics	**In Progress**

EXPERIENCE

Research & BD

Hybird

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 as a finalist in the Delphi Labs Cosmos Hackathon, leading business development and research for the project.
- Established a strong network and fostering collaborative efforts with 10+ 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.
- Represent the company in decentralized on-chain governance discussions and voting for 100+ proposals such as Cosmos Hub, Osmosis, and Evmos, on bahalf of the firm and all delegators.
- Collaborate with cross-functional teams to align research findings with business objectives and drive innovation.

Growth

Remote

Clique

Nov. 2022 - Jan. 2023

- Established a data pipeline, processing 10k+ daily data points for growth tracking and analysis.
- Collaborated with the Product team to implement UX enhancements, brought increase in user retention.
- Developed SOPs for BD team and growth operations, improving workflow efficiency.

Content Marketing Lead

Remote

Chainpeak (Marketing Agency and Consulting)

May. 2022 - Nov. 2022

- Designed and implemented 20+ user growth campaigns, resulting in 10k+ likes and 500+ retweets per campaign on Twitter.
- Developed 10+ educational content pieces, including whitepapers and press releases, distributed across platforms.
- Established a network of 50+ marketing resources, including influencers and partnerships with major exchanges.

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 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.

EXTRACURRICULAR EXPERIENCE

VICE PRESIDENT

University of Toronto, ViewFinder Photography Club

HIGHLIGHTS

- Expert in conducting structured, data-driven research on blockchain projects and technologies.

- Strong communication and storytelling skills, adept at disseminating complex concepts.

- Self-starter with exceptional sourcing skills and ability to stay updated with industry trends.

- Proven track record in fostering partnerships and driving community growth in the blockchain space.

SKILLS

- Data Analytics: MySQL, Dune Analytics, Flipside, Footprint, Arkham, Glassnode, Theblocks, Nansen, Excel

- Research: Blockchain technology, DeFi, market analysis, whitepaper writing

- Business Development: Partnership management, community engagement, strategic planning

- Languages: English (Excellent), Mandarin (Native)

- Tools: Google Suite, Discord, Telegram, Slack, Photoshop, Final Cut Pro