João Victor Vasques Vieira

Crypto Research & Market Analysis | Web3 & Blockchain | Valencia, Spain
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Professional Summary

Detail-oriented content writer, crypto researcher, and market analyst with 4+ years of experience in the Web3 ecosystem, specializing in on-chain analytics, DeFi, and ecosystem growth. Proven ability to conduct market research, analyze trends, and translate complex crypto mechanisms into actionable insights.

Having contributed to Gnosis Pay, PERCS, and Royaltiz. Skilled in quantitative and qualitative research, community-driven insights, and content creation.

Strong understanding of DeFi, L1/L2 ecosystems, governance frameworks, and protocol mechanics, with a passion for producing in-depth research reports. Grew a personal brand of +650k followers covering business, finance, and international news on Instagram, TikTok, Twitter and Warpcast.

Professional Experience

Social and Community lead, Crypto Research & Market Analysis | Gnosis (2024 – Present)

- Conducted **on-chain data analysis and user behavior research** to optimize Gnosis Pay's ecosystem.
- Engaged with governance communities and **evaluated protocol proposals** to enhance adoption strategies.
- Developed research-backed **market insights** that contributed to **10k+ Visa cardholders and €20M+ transaction volume**.

Growth & Research Strategist | Royaltiz (2022 – 2023)

- Designed and executed **growth and market analysis strategies** for athlete-backed token projects.
- Conducted **user surveys and qualitative research** to refine product-market fit.
- Authored research-backed reports on community engagement trends, scaling the platform's audience from **5k to 56k followers**.

Head of Community & Market Research Lead | PERCS (2022 – 2023)

- Conducted **NFT and Web3 trend analysis**, delivering actionable reports for internal teams.
- Led **partnership research** with major brands such as Coinbase and Budweiser, leveraging data insights to guide strategic initiatives.
- Synthesized community feedback into **market intelligence reports** that shaped new product features.

Blockchain Market Analyst & Partnerships | Housebets - LunaFi (2021)

- Launched blockchain-based research initiatives, analyzing **market adoption and user trends**.
- Produced research-backed insights to drive influencer partnerships, achieving **2400% user growth to 5,000 active users**.

Founder | Mystic Ents NFT Project (2020)

- Led **community engagement research**, gathering insights from a **200k+ member base**.
- Conducted competitive analysis on **multi-million-dollar transaction volumes** to optimize Web3 strategies.

Education

- **MBA, Digital Marketing and Sales** | Descomplica, Centro Universitário Uniamérica
- **Bachelor's in International Business** | Universidade Católica Dom Bosco

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Certifications & Technical Skills

- **Blockchain and Money** | MIT Sloan School of Management
- **Harvard CS50: Introduction to Computer Science** | edX
- **Python for Data Analysis** | Self-taught for blockchain applications
- **Google Ads Measurement Certification** | Google
- **Onchain Analytics & Data Visualization** | Experience with Dune Analytics, Nansen, and Flipside Crypto

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Key Competencies

On-Chain & Market Research – Skilled in analyzing blockchain data, governance proposals, and protocol adoption trends.

DeFi & DAO Governance – Experience participating in DAOs, researching governance frameworks, and evaluating treasury decisions.

Crypto Industry Insights – Strong understanding of DeFi protocols, L1/L2 blockchains, and emerging narratives.

Quantitative & Qualitative Research – Ability to synthesize user data, on-chain metrics, and market trends into compelling reports.

Stakeholder & Community Engagement – Proven track record of working with Web3 communities, investor audiences, and protocol teams.