

Personal Information

Discourse ID: [@LeilaS](#)

Twitter: https://x.com/sal_lilu

Educational Background:

BBA, Major in International Marketing, Haaga-Helia University of Applied Sciences, Helsinki

Specialization in Entrepreneurship and Innovation, Harvard Business School

Professional Background and Relevant Experience:

I have extensive experience as a content strategist with a strong background in digital, creative, experiential marketing, cross-promotion partnerships, and product development. My passion for design and content started in the fashion industry and grew as I worked with advertising agencies, implementing both ATL and BTL strategies for renowned brands such as Unilever and LG. In addition, I have successfully executed digital growth strategies for entertainment firms, FMCG companies, and IT start-ups. I have also founded several start-ups of my own. One of the most thrilling projects I've been involved in was the 2014 Olympics, where I was responsible for organizing 21 side events and real-life activations within a span of 3 weeks.

I've been involved in web3 since 2017 on a personal level and officially joined my first web3 project in 2021 at X.LA, the web3 division of Xsolla, a billion-dollar gaming company. During my time there, I led the marketing efforts for the product for 1.5 years. Later, I worked with the production team to launch Xsolla Metasites. As the VP of Special Projects, I was responsible for developing concepts and creating creative, gamified solutions (closed metaverses) for brands and businesses, helping them integrate 3D, AI, and blockchain technologies into their user communication strategies. At the end of 2023, I was elected to Horizen's Special Council.

I have been attending web3 events for almost 3 years all over the world as a speaker and attendee, and organized several side events for Xsolla, during NFT NYC in 2022.

Several months ago, I co-founded a boutique marketing agency that helps early-stage web3 projects find product-market fit and visually position themselves.

Nomination Statement:

In my professional career, I have always emphasized the creation of ecosystems around fundamental content components, such as designs.

I believe that my previous experience in marketing, gaming, and partnership relationships can assist the APE community in expanding adoption without compromising its heritage. Additionally, I excel at gathering diverse opinions and using them to devise final solutions. My strategic thinking and forward-looking approach can contribute to shaping the long-term vision and direction of the ApeCoin DAO. The DAO that operates transparently, inclusively, and accountable.

Motivation, Vision & Goals:

Goals: Increasing Awareness, Increasing Adoption of Apecoin, Growing the Community

My motivation:

I want to help the ApeCoin ecosystem grow and succeed.

I want to represent the community and stand up for their interests.

I want to learn from and work with other DAO members.

My Vision:

A DAO that is transparent, inclusive, and accountable

A DAO that is a force for talents and creators to do something good in this world

What I Can Do:

I've got experience in managing and carrying out projects, so I can help in assessing and coordinating initiatives that help the community.

I want to help spread the word about the ApeCoin DAO and get more people involved.

My social media presence and content-making skills can help me reach and teach potential community members

My main talent - Building Bridges:

I've worked with different projects/companies/communities before and know how to make different groups collaborate. I can help the ApeCoin DAO build bridges with other Web3 and Web2 communities.

Values & Commitment:

As an elected member of the Special Council, I will dedicate a significant amount of time and effort to my role daily. I will take an active part in discussions, contribute to decision-making, and work with other members to drive initiatives forward. Staying informed about the latest developments in the ApeCoin DAO ecosystem is very important to me, and I am eager to share my knowledge and expertise, but also listen and be in a dialogue with the community.

By aligning my core values - creativity, transparency, and loyalty - with those of the ApeCoin DAO community and dedicating myself to being a productive member of the Special Council, I aim to make a positive impact and contribute to the growth and success of the DAO.

Concluding Statement:

My dedication, values, and expertise will undoubtedly contribute to the continued success of the ApeCoin DAO. I believe in the power of collaboration and teamwork, working effectively with others to achieve common goals. On a personal level, I strive to embrace innovation and new ideas, seeking out opportunities to drive progress and positive change in this world. Lastly, I've heard that I am creative and fun to work with, let's rock-n-roll