Personal Information

Discourse ID:

[@popil](#)

Twitter:

[x.com](#)

Country of Residence:

United States of America

Educational Background:

Risd CE- Animation

Professional Background:

Hi, I'm Popil. An XR Artist created BoredTea. Maby Ape and I'm proud to be the Top 1 winner of Ape SE3. I'm also the founder of several creative ventures including "BoredTea," "BoredArt LLC," and the "Magic Forest No Sleep" NFT collection. Additionally, I'm actively involved in the production of the NoSleep podcast.

In my journey, I've had the privilege of hosting over 20 side events for popular NFT projects like Bored Ape Yacht Club (BAYC) and ApeCoins. One of the most recent events I organized was the ThankApe x ApeCoin IR meetup. I've also coordinated ApeCoin creators' meetups in August and participated in the HK ApeFest Side event in November.

My experience extends beyond the NFT space. I previously served as a Community & Content Manager at OpenSea and held the position of Strategy Lead and marketing at ArtCrush Gallery. Additionally, I've been recognized as a Featured Artist in the World of Warcraft and have established a partnership with Cool Cats.

Furthermore, I've had the opportunity to collaborate with prestigious brands like Nike and MoMA, and I'm honored to be a Today at Apple teacher. Besides my visual artistry, I'm a talented writer and have authored seven books that have been published in Asia. Moreover, I've been part of Arctic Global Adventurers, embracing the spirit of exploration and discovery.

Nomination Statement

Concise statement on why you are running for the Marketing & Communications WG Steward

In the past year, I've gained valuable insights through learning and hands-on experience, recognizing the significance of the ApeCoin ecosystem. I've actively orchestrated numerous events both in the real world and within the metaverse, achieving success in several ThankApe competitions. My role in organizing MBA has further nurtured the growth of the ecosystem's culture. In addition to my roles as an artist and influencer, I possess a profound understanding of marketing and strategy, drawing from my previous work experience at OpenSea. This experience has honed my skills in web community development, onboarding, and whitepaper creation. and I have several years of curation experience.I am confident that these skills will contribute to an improved user experience and a more extensive promotion of ApeCoin.

Motivation

Details on your motivation for becoming an ApeCoin DAO Marketing & Communications WG Steward

1. Actively assisting in addressing the AIP (Ape Improvement Proposal) needs of metaverse-related projects, conducting research, and providing essential onboarding support.

2. Continuously building the metaverse ecosystem, including, but not limited to, creating a metaverse where completed AIP selections are easily accessible for users to explore at any time.

3. Integrating the MBA brand into the metaverse ecosystem, serving as a bridge between Web2 and Web3 product architectures, and expanding collaborations for the MBA brand. This includes enabling the use of APECOIN as a key virtual currency for transactions within the MBA brand.

4. Expanding metaverse gatherings, such as in spatial environments, to facilitate ApeCoin VR meetups and enhance cross-cultural exchange without borders.

Rationale

Share relevant experience and skills that will bring value to the ApeCoin community

1.Marketing and Strategy.

2.Full skill of Launching and Drop NFT project

3.I have created content and tutorials in the past. One notable achievement is a tutorial I authored for OpenSea, which garnered 330k views. I would help ApeCoin DAO create content.

4.Podcast and video edit and aniamtion edit

5.Metaverse design and 3D design, and 2D poster design.

6.Branding design. MBA product design

7.IRL event and Twitter host. also i have been OpenSea Discord Mod and all Web3 tools skill

8.Website design.

Specifications

Further describe relevant experience, including crypto and governance participation, and/or ideas for DAO improvement

Additionally, I have curated a virtual reality exhibition for ApeCoin creators and the MBA brand within a metaverse. The exhibition showcases the works of over 40 brands and creators and was recognized as a winning proposal by Thank Ape. I think as start, this is good example of what I can bring to the metaverse and the market. It will be a huge ecological culture.

You can find more details here. (x.com

Concluding Statement

Summarize your statement as to why you are the best choice for Marketing & Communications WG Steward

I approach this from several angles:

1. As a creator myself who has designed and curated within the metaverse, I can easily grasp what constitutes the best experience for users in the metaverse.

2. I am the founder of BoredTea and MBA, so I have an in-depth understanding of the product's requirements and its integration within the ApeCoin ecosystem. My deep involvement in the MBA community also helps me identify areas that need further development and connections.

3. I am a female user, and within the ApeCoin and BAYC communities, there is still a significant portion of female users who require extended communication and onboarding to realize the value and utility of ApeCoin. Approaching and communicating from a female perspective often motivates more support from female users.

4. I have experience organizing ApeCoin events in both the metaverse and real life (IRL), and I have won multiple proposals within Thank Ape. As an artist, I can connect product, art, and the economic impact of ApeCoin through my creative work. This provides a real-world experience of giving back to the BAYC community through practical engagement. I also believe that by continually offering exciting activities, more users can come onboard.

5. I have deep connections and unity with several key blue-chip communities and possess practical experience as a Web3 builder. This will bring a unique culture and unity to ApeCoin.

6. I excel in creating tutorials, content, and curation, all of which are crucial skills for shaping the future of ApeCoin's architecture.