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INTRODUCTION

Web3 ecosystem growth specialist with 7+ years' experience in blockchain across L1, DeFi, and NFT sectors, with a proven record in global partnerships, community scaling, and go-to-market execution.

EXPERIENCES

Tomato   April 2025 - Present
Co-founder

- Co-founded an AI-powered web service that curates crypto events tailored to users' profiles and interests, leading product vision and go-to-market planning
- Designed the product concept, MVP roadmap, and user acquisition strategy
- Oversaw design, front-end, back-end, and marketing operations to deliver a functional prototype

Independent Marketing & Business Development   August 2024 – Present

- **KIMP – Strategic Partnerships**: Represented KIMP at APAC conferences, generating 50+ investor leads and securing 12 follow-up meetings for seed round discussions
- **CaveDAO – Community Growth**: Boosted Kaia Chain participation by 35% in two months through targeted engagement campaigns
- **CaveDAO – Event Marketing**: Delivered 5 major events end-to-end, negotiating venue costs (-15~20%), ticketing 200+ attendees, and managing on-site operations
- **Content Creation:** Produced event media generating 60k+ impressions and 2,500+ engagements, increasing brand visibility in the Web3 space

PiLab Technology, Inc.(Bifrost Network), Seoul, KR   November 2021 - July 2024
Business Development & Ecosystem Growth

- **Bitcoin DeFi Expansion (BTCFi):** Led market research and partner outreach in the L2 Bitcoin ecosystem, securing strategic conversations with key protocols. Arranged CEO speaking slots at industry events to boost brand recognition and network reach. Designed tailored business proposals for prospective Bitcoin DeFi partners

- **Partnership Development (Bifrost Network):** Represented Bifrost at global crypto conferences and meetups, onboarding new validators and dApps through targeted outreach. Evaluated partnership proposals to align with ecosystem priorities. Managed 100+ partner relationships with consistent communication and support

- **Product Growth & GTM Strategy:** Launched go-to-market initiatives for Bifrost's DeFi (BiFi, Bifrost Staking, Bifswap) and wallet (Biport) products, including bilingual Gitbook manuals, Medium content, and how-to videos. Improved user onboarding and retention through UX documentation, GIF tutorials, and feature showcases

- **Community & NFT Ecosystem Expansion:** Grew Summoner NFT Discord from 600 to 3,800 users in three months, generating 10k whitelist registrations and selling 4,223 NFTs on OpenSea. Designed long-term marketing and community growth plans for upcoming NFT projects (Bitizn)

Streami Inc. (GOPAX), Seoul, KR   October 2017 – April 2019
CEX Exchange Service Marketing

- **Market Expansion:** Developed and executed strategies to grow GOPAX Exchange's presence in the Korean market, contributing to increased user adoption
- **Community Engagement:** Organized and hosted the Stellar Lumens (XLM) Meetup, attracting 80+ participants and fostering blockchain community relationships
- **Partnership Development:** Established collaborations with marketing agencies and media outlets to strengthen brand visibility and ecosystem connections
- **Ecosystem Promotion:** Managed multi-channel crypto ad campaigns, including Seoul metro placements and social media outreach, to enhance market penetration

ACTIVITIES

EthCC 8 Volunteer (Jun 2025) • Berlin Web3 Privacy Hackathon Volunteer (Jun 2025) • DevCon 7 Volunteer (Nov 2024) • EthCon Korea Volunteer (Sep 2023)

SKILLS

Technical: Jira, Confluence, Notion, Google Analytics, Gitbook
Languages: Korean (Native), English (Business fluent)

EDUCATION

Boston University School of Management   May 2015
Bachelor of Science in Business Administration
Concentration in Marketing