

Who Am I?

I'm **Rexa** a results-driven marketing manager/project management officer with deep knowledge of blockchain ecosystems, DeFi, NFTs, and big web3 communities.

Skilled in designing growth strategies, managing token launches, and scaling user adoption through data-driven campaigns.

Proven ability to combine storytelling, analytics, and community building to drive measurable impact.



Rexa

Core Skills.

- ★ Token launch strategy and market positioning.
- ★ Community growth on X (Twitter), Telegram, Discord.
- ★ Performance marketing (Google Ads, Meta Ads, Coinzilla, CoinMarketCap, Binance square).
- ★ Content strategy for Web3 audiences.
- ★ PR campaigns, influencer partnerships, KOL management.
- ★ On-chain data analysis and trend tracking.
- ★ SEO and growth hacking for crypto projects.
- ★ Exchange listing campaigns and liquidity coordination.



Rexa

Crypto Growth Strategist. (Previous project)

- ★ Optimized paid ads across crypto-native platforms, achieving 3x ROI.
- ★ Executed partnership campaigns with exchanges that boosted token liquidity and visibility.
- ★ Built analytics dashboards to track conversion, wallet activity, and campaign performance.
- ★ Organized cross-community events and AMAs with projects like Polygon, Solana, or Binance affiliates.



Rexa

Education & Certifications.

- ★ Degree in Marketing, Communications, and Business.
- ★ Certifications: Google Analytics, Meta Ads, HubSpot, plus Web3 marketing bootcamps.

Notable Achievements.

- ★ Spearheaded campaigns that secured CEX and DEX listings.
- ★ Generated consistent organic engagement rates above industry average.
- ★ Positioned projects in top-10 trending lists on CoinGecko and CoinMarketCap.



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