



WEB3 MARKETING
BUSINESSDEVELOPMENT
Vietnam · Remote

CONTACT

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KEY ACHIEVEMENTS

- \$250K+ revenue generated via Web3 growth agency
- \$1.5M+ raised across fundraising initiatives
- 300K+ community members built & managed
- 2.9M monthly website visits generated
- 400K+ NFT mints supported
- 80%+ sales close rate
- Led teams of up to 12 members

CORE EXPERTISE

- Growth Strategy & GTM Business Development
- Community Growth & Management
- User Acquisition
- Ecosystem Expansion
- Fundraising & Partnership Support
- Founder & Team Operations

TECHNICAL SKILLS

- AI Productivity Tools
- No-Code Website Building
- Telegram & Discord Bots
- Automation Systems

EDUCATION

University of Economics Ho Chi Minh City (UEH)

Planning & Investment Specialization · 2011–2015

LANGUAGES

- Vietnamese — Native
- English — Working Proficiency
- Chinese — Learning

PROFESSIONAL SUMMARY

Web3 entrepreneur and growth operator with 7+ years of experience across digital marketing, business development, fundraising support, community growth, and ecosystem expansion. Started in crypto during the 2017 ICO cycle and has worked across GameFi, DeFi, Meme, Wallet Infrastructure, Aptos, and Sui ecosystems.

Built and operated a Web3 growth agency, helping projects scale communities,

acquire users, expand ecosystems, and generate measurable business results.

PROFESSIONAL EXPERIENCE

Founder & CEO 2024– Present

OPLabs — Web3 Growth & Business Development Agency

- Founded and scaled a Web3 growth and business development agency across multiple blockchain ecosystems.
- Generated \$250K+ in revenue through growth, marketing, and BD services; maintained an 80%+ sales close rate.
- Built and led a cross-functional team of 12, owning growth strategy, partnerships, and ecosystem expansion.

Growth Lead 2022 – 2023

SuiFriends AI(Sui MemeEcosystem)

- Grew the community to 100K+ followers in under 7 days on a ~\$6K marketing budget.
- Generated 2.9M monthly organic website traffic and led one of the most active NFT mint campaigns in the Sui ecosystem, with 400K+ NFTs minted.

Co-Founder/GrowthStrategy (Head of Marketing) 2023

Fewcha Wallet(Aptos Ecosystem)

- Early builder and contributor within the Aptos ecosystem.
- Supported wallet adoption through targeted growth and partnership initiatives.
- Built strategic relationships with ecosystem partners and protocols.
- Led growth strategy, community building, and ecosystem expansion efforts.

Co-Founder & CMO 2021 – 2022

SpaceSip(GameFi, BSC)

- Supported fundraising that secured \$1.5M in capital.
- Acquired 100K+ users and followers on a ~\$40K marketing budget.
- Expanded the project into Thailand, Brazil, and Spain.
- Supported growth that contributed to a peak valuation of ~\$1.8B.

Founder 2019 – 2021

Logistics & E-commerce Business

- Founded and operated across-border import and logistics business.
- Managed marketing, sales, customer support, and day-to-day operations.

EarlierExperience 2017–2019

VNG Corporation,Apota (2012–2017) Independent Crypto Investor & Researcher

- Entered the cryptocurrency industry during the 2017 ICO cycle. Conducted research on blockchain projects, token launches, tokenomics, and emerging Web3 ecosystems while participating in ICO investments, crypto trading, and early airdrop opportunities.