

Danny

Web3 Marketing, Content & Community

- KOL campaigns for Binance, Legion and BingX with 200+ KOLs
- 20+ X Spaces & livestreams run hands-on; announcements drew 190K+ impressions, up to 38K each
- GTM launches: ~1/4 of TON's active wallets (344,953 of 1.1M); 23k+ users and top 3 in Social on Base

Bachelor's Degree in Math & Computer Science

Email: shnyakinda@gmail.com | X: @dannytook | TG: @dannytook | Bali, Indonesia | Remote | Available immediately

Experience

KOL Campaigns (freelance), Choly Labs

January 2024 – Present

Ongoing freelance gig alongside other roles. Choly Labs was one of the biggest CIS crypto media outlets at the time.

- Ran KOL campaigns for Binance, Legion and BingX.
- Worked with a couple hundred KOLs, building a big KOL network I still have and can bring to new launches.

Head of Growth (pre-seed, early team), REP

October 2024 – August 2026

Pre-seed startup with a small early team. A hands-on, wear-every-hat role: content, live events, campaigns, partnerships, and keeping the team accountable on goals and cadence.

- Led the REP relaunch (Aug 2026): the launch post reached 63K impressions, 1.9K likes and 1K+ reposts.
- Planned content and ran 20+ X Spaces and livestreams hands-on; announcement posts drew 190K+ impressions, up to 38K each.
- Built and ran the TON GTM campaign: reached ~1/4 of TON's active wallets (344,953 of 1.1M); 1.3M wallets connected within 2.5 months of the MVP.
- Launched on Base and Farcaster: 23k+ users in launch week, 28k+ casts (2nd only to Base on Farcaster), top 3 in Social on Base.
- Ran campaigns and integrations with 12 partner projects, incl. Euler, EVAA, TAC, Tonstakers, FIVA, Tonco and Billions.
- Put together the full campaign layout for onboarding liquidity and users to Euler Finance via REP.
- Kept the early team accountable on goals and execution cadence, tracking growth metrics and progress.

Partnerships & Growth, Notcoin

April 2024 – October 2024

- Ran 0-to-1 operations for the Triangle.xyz (Notcoin x Sign x 1inch) accelerator across 600+ applications and 100 partners.
- Ran 0-to-1 operations for the Gaming.tg (Notcoin x Helika) accelerator with 300+ applications; fully led the pre-final interview process.
- Brought \$100K in revenue from paid user-acquisition partners.

Math and Physics Tutor, Self-Employed

July 2022 – June 2024

Business and System Analyst, Fora Soft

February 2022 – June 2022

- Turned requirements from 5–10 clients into structured tasks and deliverables for business and technical teams.

Outreach Manager, Fora Soft

April 2021 – February 2022

- Wrote 1,000+ tailored LinkedIn messages, with a 10% conversion to meetings and 3 closed deals.

Head of Fundraising Department, Board of European Students of Technology

July 2020 – July 2021

- Led the fundraising department and built partner relationships for a student-led European technology network.

Core Skills

Content Planning & Live Audio Production (Spaces, Livestreams)

GTM Strategy & Product Launch Campaigns

KOL Campaigns & Network (Binance, Legion, BingX campaigns; 200+ KOLs)

Community Architecture

Ecosystem Partnerships & Multi-chain Expansion (TON, Base, Solana, BNB, Farcaster)

Growth Ops

AI for Content Creation, Ideation, Analysis & Workflows (ChatGPT, Codex, Grok, Hermes)

Fluent English