

TIMUR MIRASSOV

Web3 Growth · KOL & Community Management · BD & Partnerships · CIS Market

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Web3 growth and community professional with 5+ years across DeFi, GameFi, and perp DEX ecosystems. Drove \$200M+ in referred trading volume through CIS KOL campaigns, built and managed a network of 250+ influencers, and ran community operations for projects from early-stage protocols to The Sandbox (Animoca Brands) and Binance. Telegram-native with deep knowledge of CIS market dynamics, audience behavior, and influencer economics.

EXPERIENCE

CIS Growth & Influencer Manager — MYX Finance (Perp DEX) 2024 – 2025

- Generated \$200M+ in referred trading volume through targeted CIS KOL campaigns
- Built and managed a network of 250+ KOLs (Telegram-first, 5K–50K followers): sourcing, briefing, deal terms, and performance tracking
- Coordinated CIS go-to-market strategy directly with the core team

CIS Community Ambassador — GaiaNet (Decentralized AI) 2024 – 2025

- Owned end-to-end CIS community operations for an 8,000-member Discord: moderation, community calls, onboarding, and weekly reporting to the core team
- Produced recurring engagement events with project-funded prize pools, drawing 200–1,200 participants per run

Events Producer — Independent, 10+ projects 2023 – 2025

- Designed and ran poker-format Web3 engagement events for Jumper Exchange, Succinct, and other projects
- Owned the full lifecycle: concept → coordination with project teams → participant acquisition → post-event reporting

Founder — Acme Growth Studio (On-chain Growth) 2022 – 2024

- Built and led an 8–10 person on-chain growth team operating across 10+ EVM networks
- Ran a profit-share model distributing ~\$10K/month to the team; owned task allocation, quality control, and operations

CIS Ambassador — The Sandbox / Animoca Brands (GameFi) 2022

- Regional ambassador for one of the largest GameFi ecosystems (200,000+ member Discord); coordinated directly with the core team
- Localized and promoted festival campaigns with 250K–1.15M SAND prize pools to the CIS audience

Community Representative — Binance Angel Program 2020 – 2021

- Official CIS community representative for the world's largest crypto exchange: chat moderation, user feedback escalation, and onboarding support

SKILLS

Growth & BD KOL sourcing & management · referral campaign analytics · partnership negotiation · go-to-market coordination

Community Telegram & Discord operations · event production · ambassador programs · moderation team management

Domains DeFi · Perp DEX · GameFi · SocialFi · 10+ EVM networks

Languages Russian (native) · English (B2, working proficiency)

EDUCATION

BSc, Business Statistics — Tyumen State Institute of World Economics 2017 – 2021