

Bogdan Popa

Community and Marketing Specialist

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Profile

Experienced Web3 Head of Community and Marketing with over 3 years of experience in developing and executing successful marketing and community engagement strategies for blockchain and cryptocurrency projects.

Skilled in creating and managing online communities, organizing events, and building partnerships with influencers and stakeholders in the industry. Passionate about empowering individuals and organizations to participate in the Web3 ecosystem and excited to continue leading and scaling communities that drive real-world adoption and impact.

Professional Experience

Marketing Specialist, *FMFW.io*

- Planned, hosted and post—produced the company's own podcast and community AMAs, hosting industry experts representing Cardano, CoinTelegraph, Matic, CoinGecko, Lisk and more.
- Strategically defined and implemented the new landing page copy, aligned with the brand's identity, messaging and target audience.
- Leveraged old relationships and forging new ones by coordinating promotional, co-marketing campaigns such as competitions, AMAs and podcast episodes
- Planned and executed influencer marketing campaigns across multiple languages and global regions
- Planned and executed email reactivation campaigns and the weekly newsletter distributed to over 100,000 contacts

Community Growth Advisor, *Alter*

- Analyze community data and user feedback to gain insights into user behavior and preferences.
- Develop and manage marketing campaigns and initiatives to attract new members and retain existing ones.
- Provide community members with guidance and support, answering questions and addressing concerns.
- Collaborate with other departments and teams to ensure the community is integrated into the overall business strategy.
- Develop and maintain partnerships with other communities and organizations to expand the reach and impact of the community.

Digital Marketer, *Bitcoin.com Exchange*

- Establish and manage work flow for requesting, creating, editing & publishing content, visual and written.
- Planned and hosted 70+ AMA(Ask-Me-Anything) sessions with various crypto leaders and experts, expanding the brand's awareness and authority in the field
- Planed, created and published educational and engaging content that helped build meaningful connections with the community, increased brand awareness, and encourages community members to engage with our brand.
- Led the moderators team, ensuring that the community members received high quality support on a daily basis

- Designed, planned and implemented email marketing campaigns, including a weekly newsletter sent to a contact list of 260,000+ users

Community Manager, Furlough

- Develop & execute an effective content strategy that doubled the agency's content output and lead to over 500k impressions.
- Manage & grow a Discord community of 5000+ members.
- Measure qualitative and quantitative data on community growth, brand awareness and brand reach
- Coordinate and plan the content distribution process across multiple social media platforms such as LinkedIn, Facebook & Instagram.
- Reinforce the brand's voice and identity through daily, supportive and positive engagement with the community members.

Skills

Community Strategy, Digital Marketing, Analytics, Copywriting, Effective Communication, Leadership

Certificates

CXL

Organic Social Media

Facebook

Social Media Marketing

Hubspot

Content Marketing