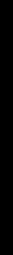


Daniil Orlov

Digital Marketing / SMM /
Community

Portfolio



Who I am?	03
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Navigation

#whoami



I have **more than 5 years** of solid work in Digital, where I have experience in various areas **from Influence-marketing to complex promotion of brands** on the agency side in a team of professionals.

And for the last few years I have been **actively promoting the Web3 & NFT projects**. Worked with crypto EdTech startups & developed HR brands.

04

My principles

ORLOV

1
STRATEGY

2
TEAM

3
CREATIVITY

4
ANALYTICS



Cases



2023

Imaginary Ones

Web3 brand



WHAT'S DONE

- Audience growth in Twitter
- Influence marketing
- Implementing content strategy for Game promotion
- Successful launch of Web3 Game with further mint

KEY RESULTS

- 38M clicks in Web3 Game
- 11 000 new followers for two monts
- Mint sold out

2022

1337skullz

NFT Project



WHAT'S DONE

- Audience growth in Twitter & Discord
- Content Strategy & Marketing Strategy
- Successful launch of NFT project
- Working with HeyMint platform

KEY RESULTS

- Viral discord mechanic to grab WL
- Full sold out
- 90 000+ heymint regs in 3 days

2021

ZenApe

NFT Project



WHAT'S DONE

- Curating the community in Discord
- Interacting with bloggers and opinion leaders
- Audience growth in Discord
- Content Strategy

KEY RESULTS

- gained 30k followers on Twitter in 2 month
- Mint sold out

2020-2022

BMW RU-West

Auto brand office



WHAT'S DONE

- Implementation of SMM & marketing strategy
- Influence marketing
- Moderating Digital services
- Steady growth in key metrics
- Marketing course for sales department

KEY RESULTS

- Fast and high-quality support service in Digital
- Constant sales growth
- NPS growth

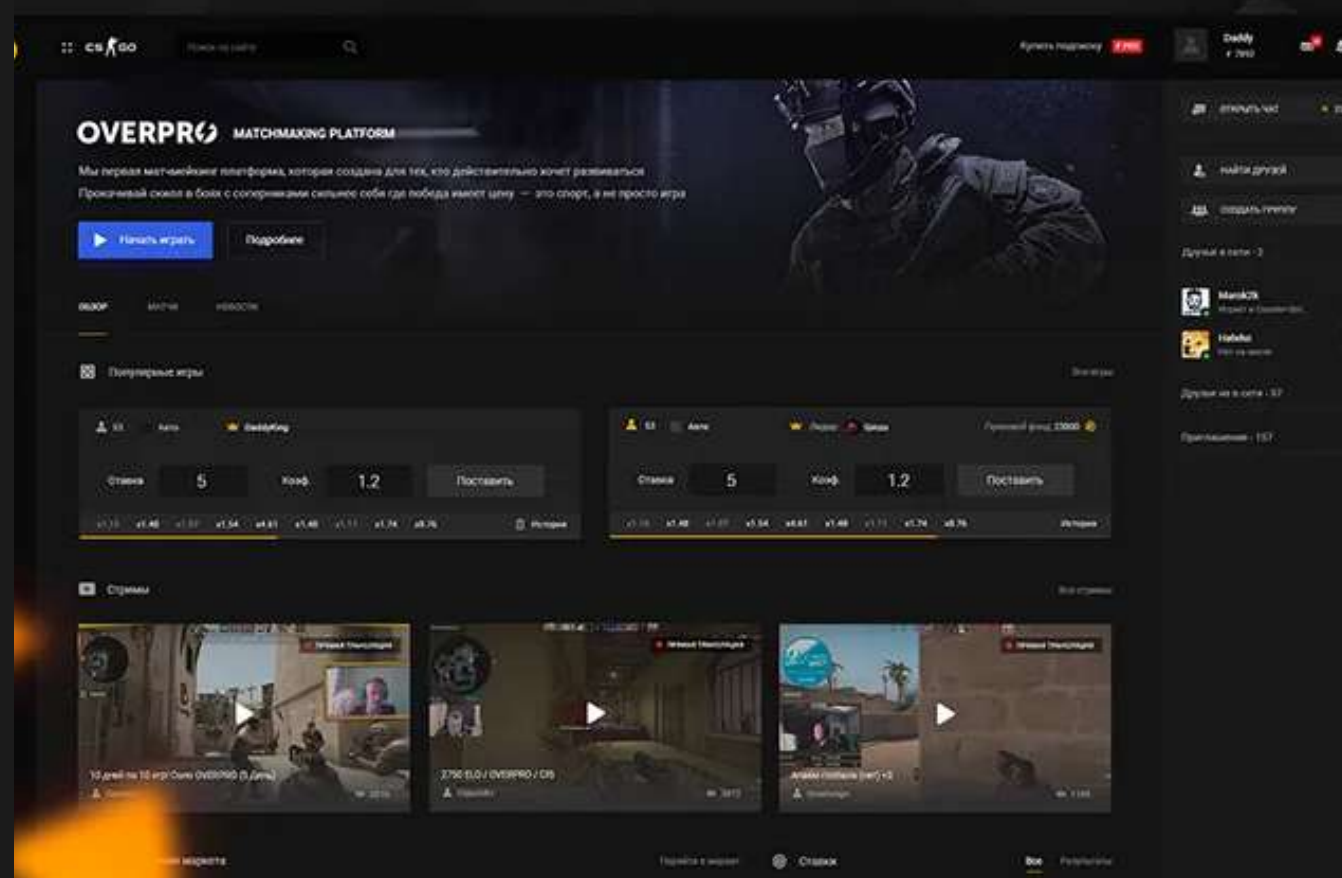
2014-2016

OverPRO

Counter-Strike CIS cybersport platform



OVERPRO



WHAT'S DONE

- Packing the company's social networks from scratch
- Interaction with opinion leaders (ceh9, markeloff and others)
- Landing page development to increase conversion to registration

KEY RESULTS

- Growth of VK account up to 20,000 subscribers
- 4,300 Unique users gained
- More than 50 influence campaigns

2016

Gamazy

Dota 2 EU cybersport platform



WHAT'S DONE

- Work on the landing page
- Organization of technical support service
- Hiring functions
- Attracting traffic from facebook & other channels

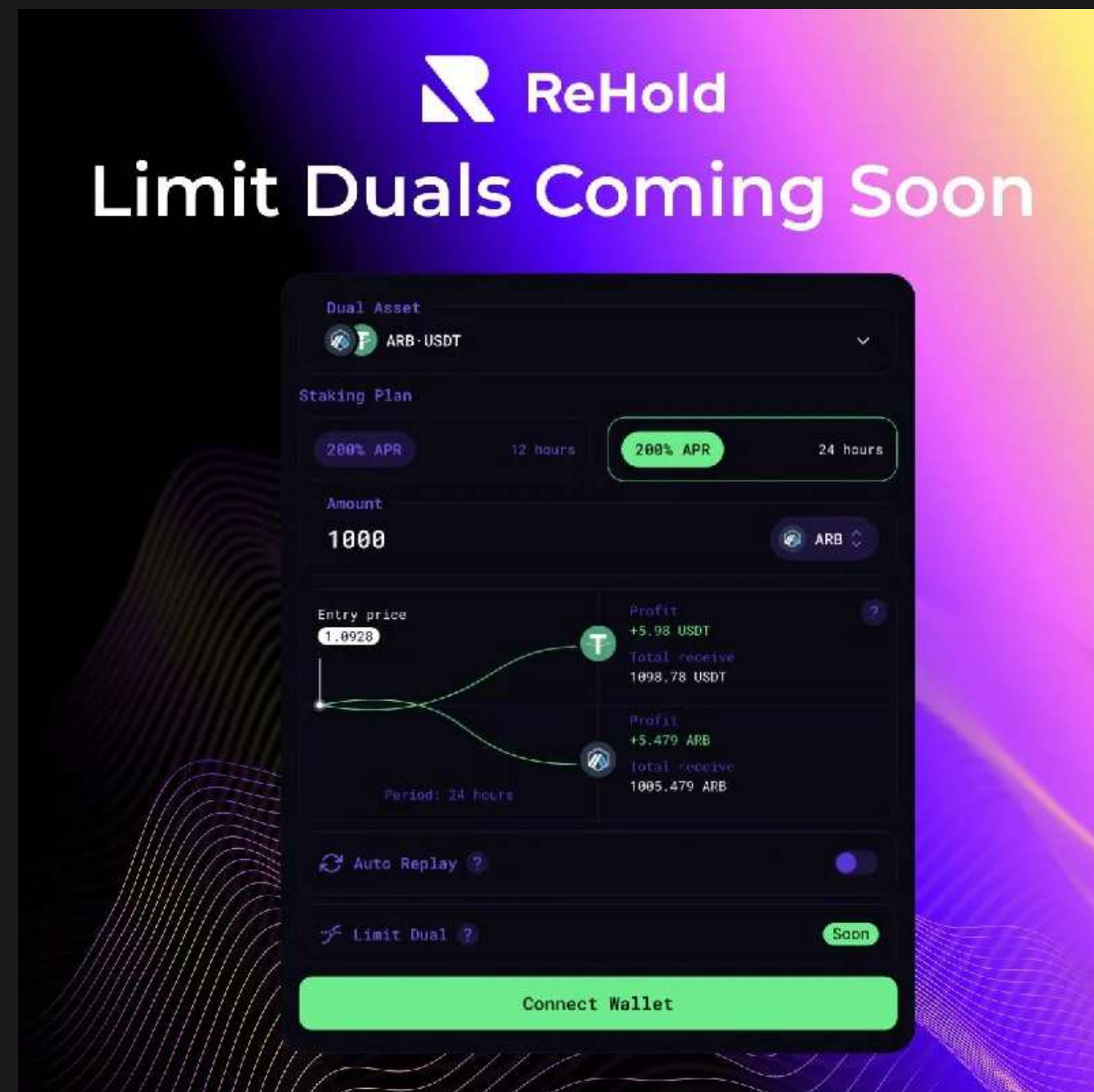
KEY RESULTS

- 6,300 Unique users
- Established support department from scratch
- Mint sold out
- 130+ campaigns created

2023

ReHold

DeFi App



WHAT'S DONE

- Audience growth in Twitter
- Updated social media marketing strategy
- Deep study of target audience
- Principles of community development

KEY RESULTS

- Optimized SMM strategy and KPI
- New traffic channels with positive results
- Established relationships with group of opinion leaders

2021

DigiDragonz

NFT Project



WHAT'S DONE

- Curating the community in Discord
- Interacting with bloggers and opinion leaders
- Audience growth in Discord
- Content Strategy
- Communicating with users
- Conducting activities and events

KEY RESULTS

- High % of ER in discord
- Unique campaign in TikTok regards NFT projects
- Mint sold out

2023

Crypto EdTech

Ed platform



WHAT'S DONE

- Updated marketing strategy
- Sales funnel for courses in social media
- Tone of Voice for each media

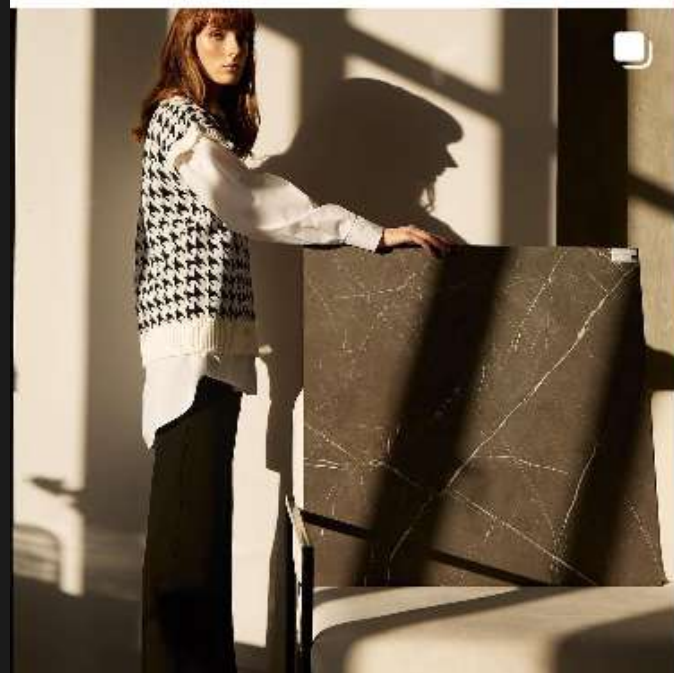
KEY RESULTS

- Successful course launch

2021

KAFEL+

Distributor of premium tiles



WHAT'S DONE

- Repackaging Instagram (description, highlights, visuals)
- Development of SMM strategy and visual concept
- Fashion shoot with product integration

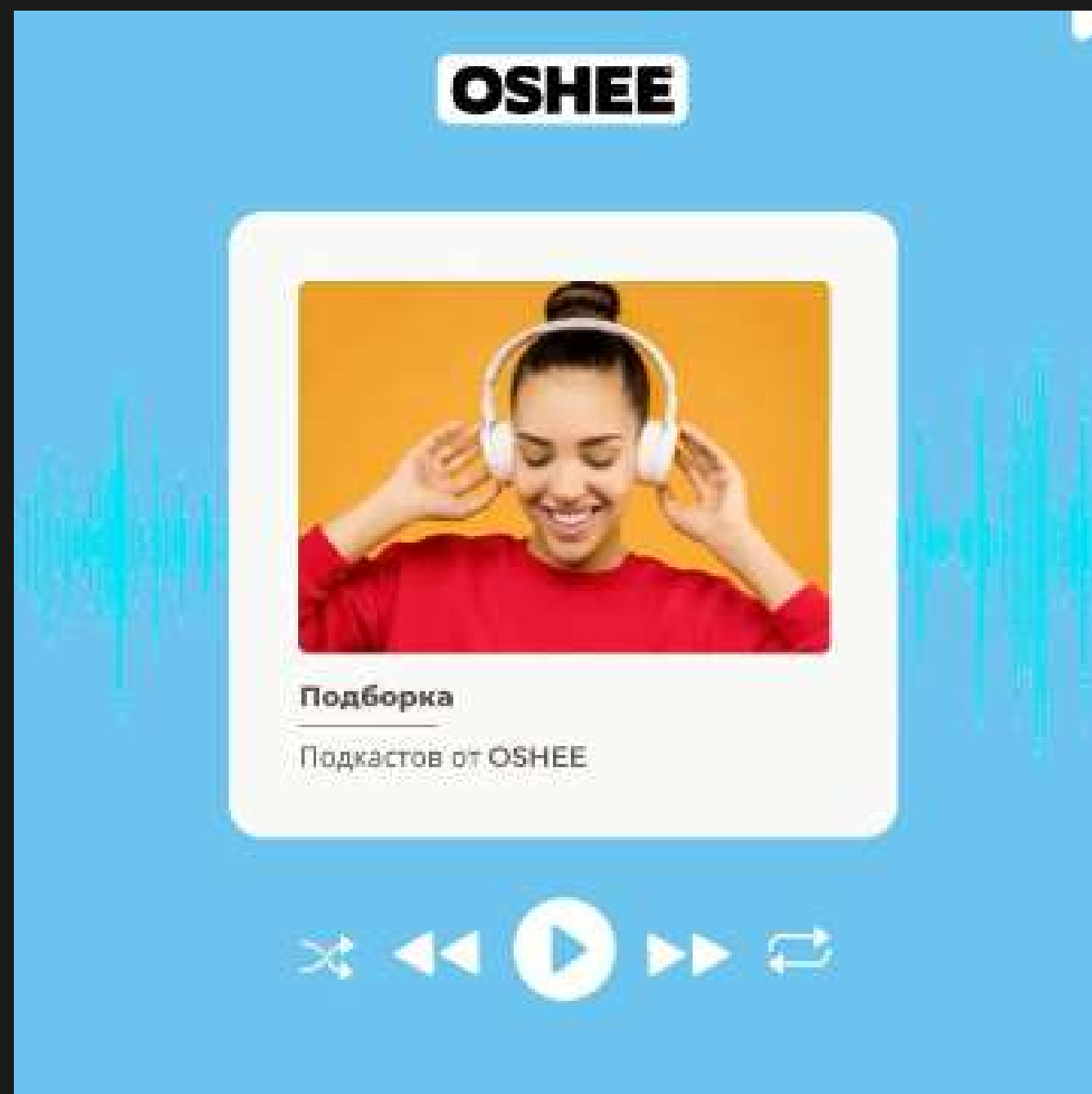
KEY RESULTS

- Fresh Instagram look
- Professional photoshoot
- Proper marketing guidelines for owners

2021

OSHEE CIS

Functional Nutrition Brand



WHAT'S DONE

- Organization of creative shoots
- Implementation of SMM strategy
- Influence marketing
- Moderating
- Steady growth in key metrics

KEY RESULTS

- Gained 2000 followers
- Over 100 creatives for target ad
- Over 100 collaborations with influencers
- Sales growth

2020-2021

TURANGO

Premium Tire Center



WHAT'S DONE

- Packaging the company's social networks from scratch
- Development of SMM strategy and its implementation
- Targeted advertising and interaction with bloggers / communities
- Production of shoots

KEY RESULTS

- Established SMM
- Ad campaigns on Instagram and YouTube
- Marketing promo grid



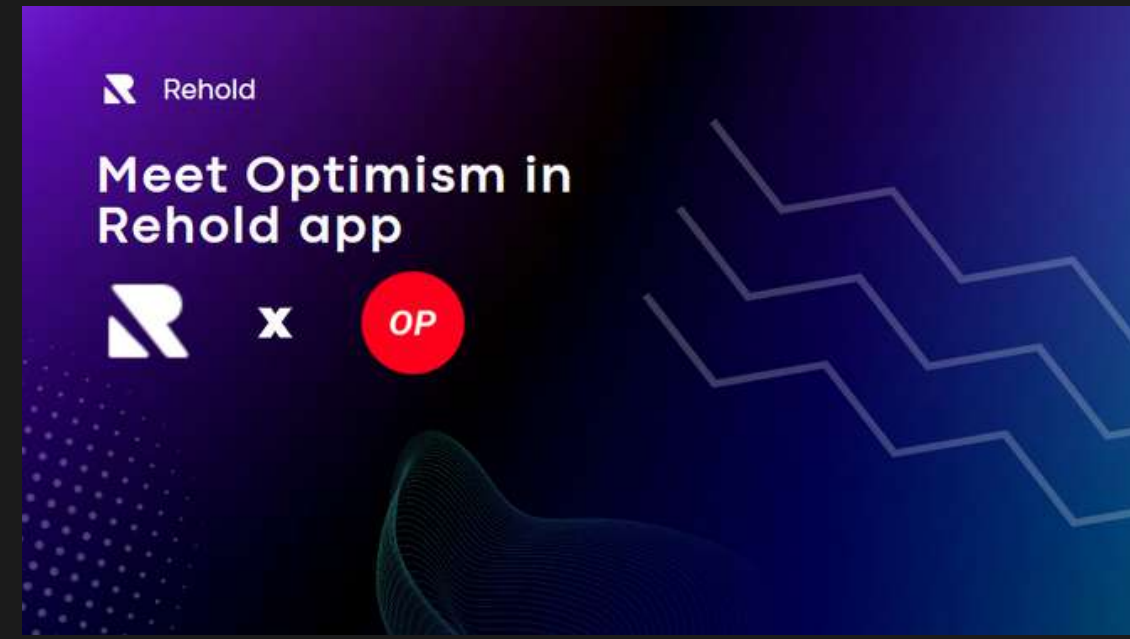
Other projects and education

More than 50 clients have chosen the format of consultations and received the result within two weeks after the start of cooperation.

To keep the bar high in the competitive Digital niche, I am constantly learning: Setters, QMarketing, Neteology, Coursera

Example of Twitter post

Rehold.io



Twitter post

Tweet

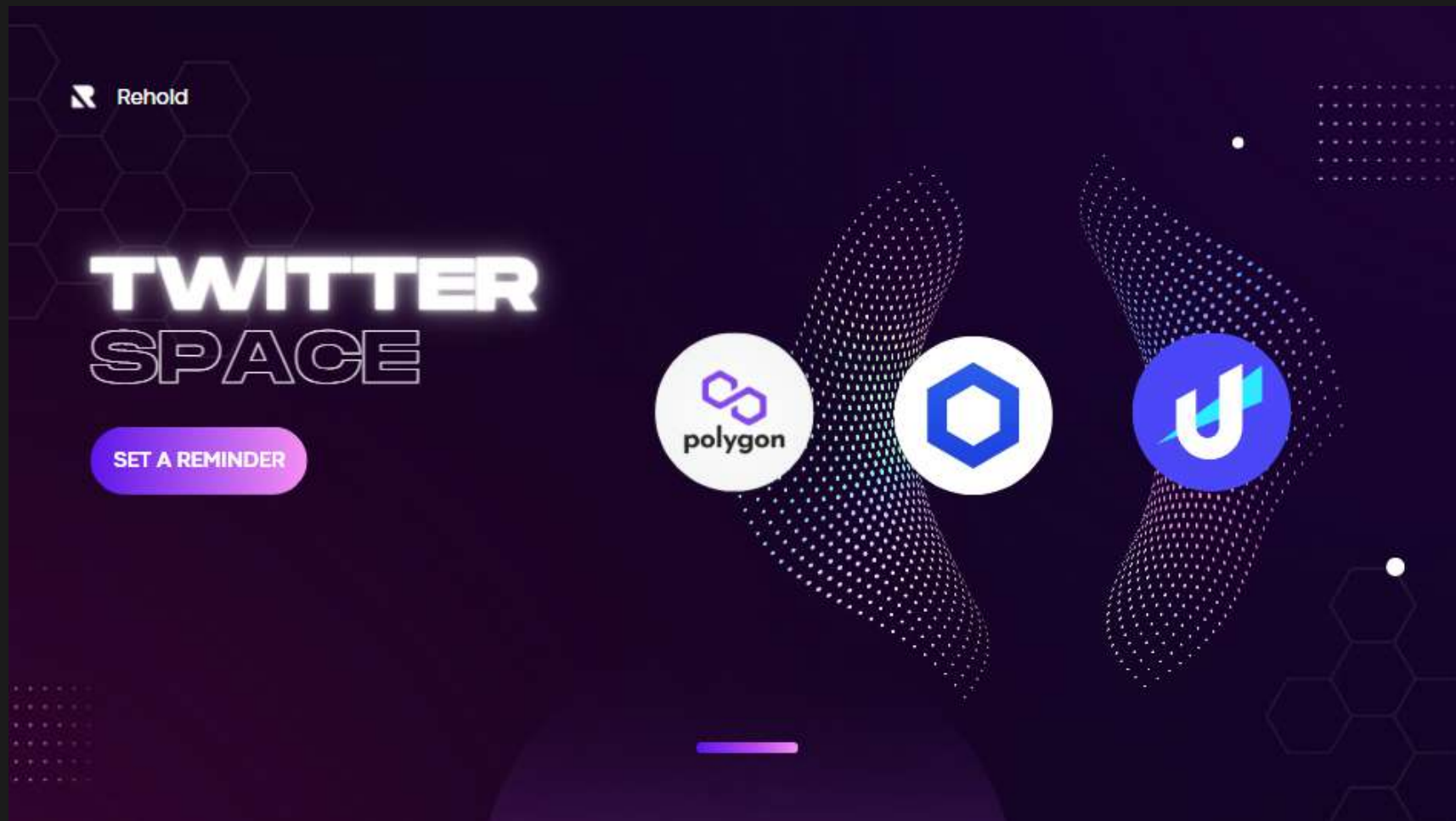
Tomorrow is the big day!

Join us for an epic Twitter Space event with our esteemed partners @0xPolygon, @chainlink, and @unstoppableweb!

Get ready to explore Rehold's cutting-edge high-yield strategies, offering up to 220% APR!

Don't miss out on this incredible opportunity. Set a reminder and mark your calendars now!

#Crypto #DeFi #Rehold #TwitterSpace



Twitter post

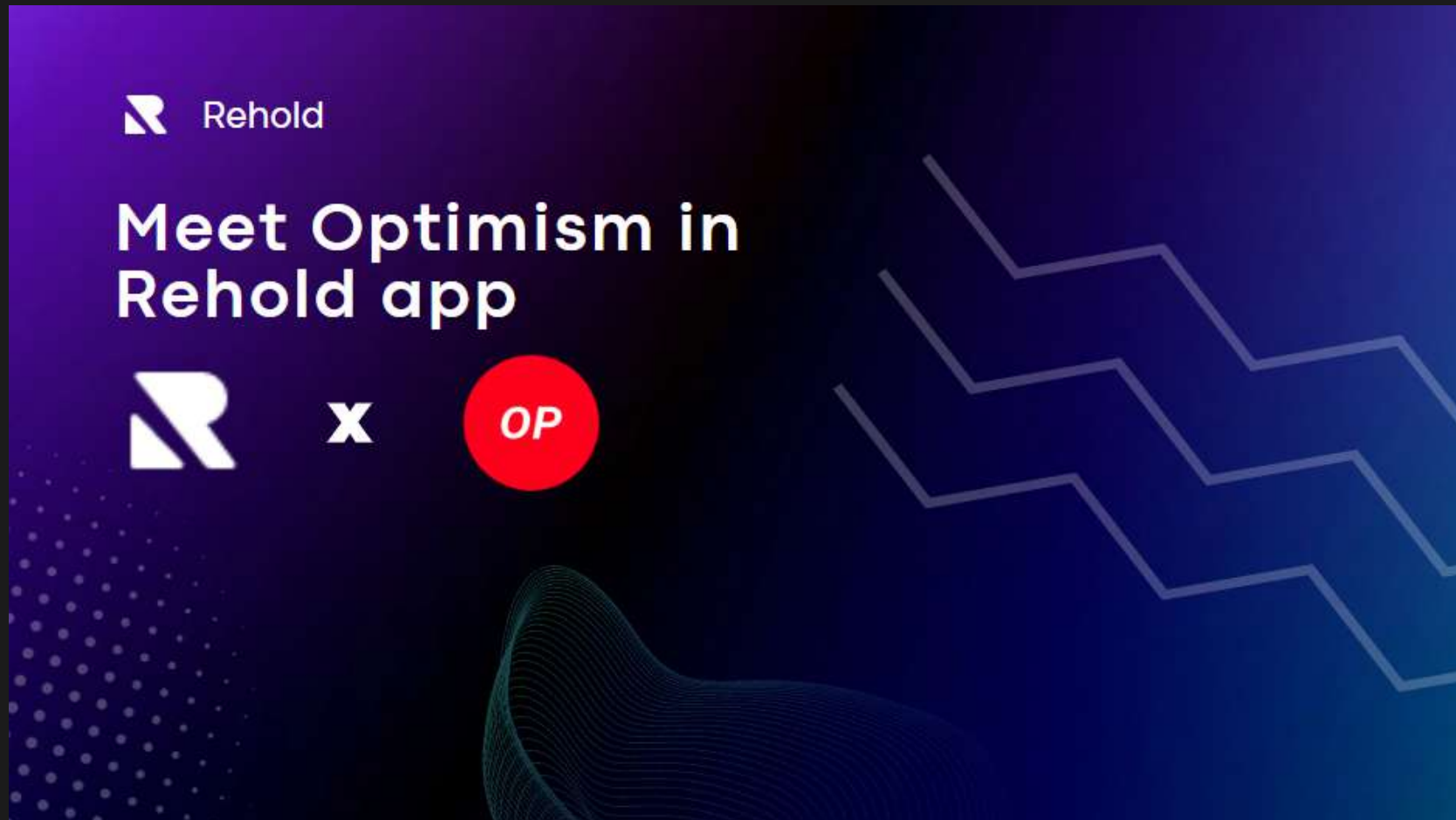
Tweet

Big News!

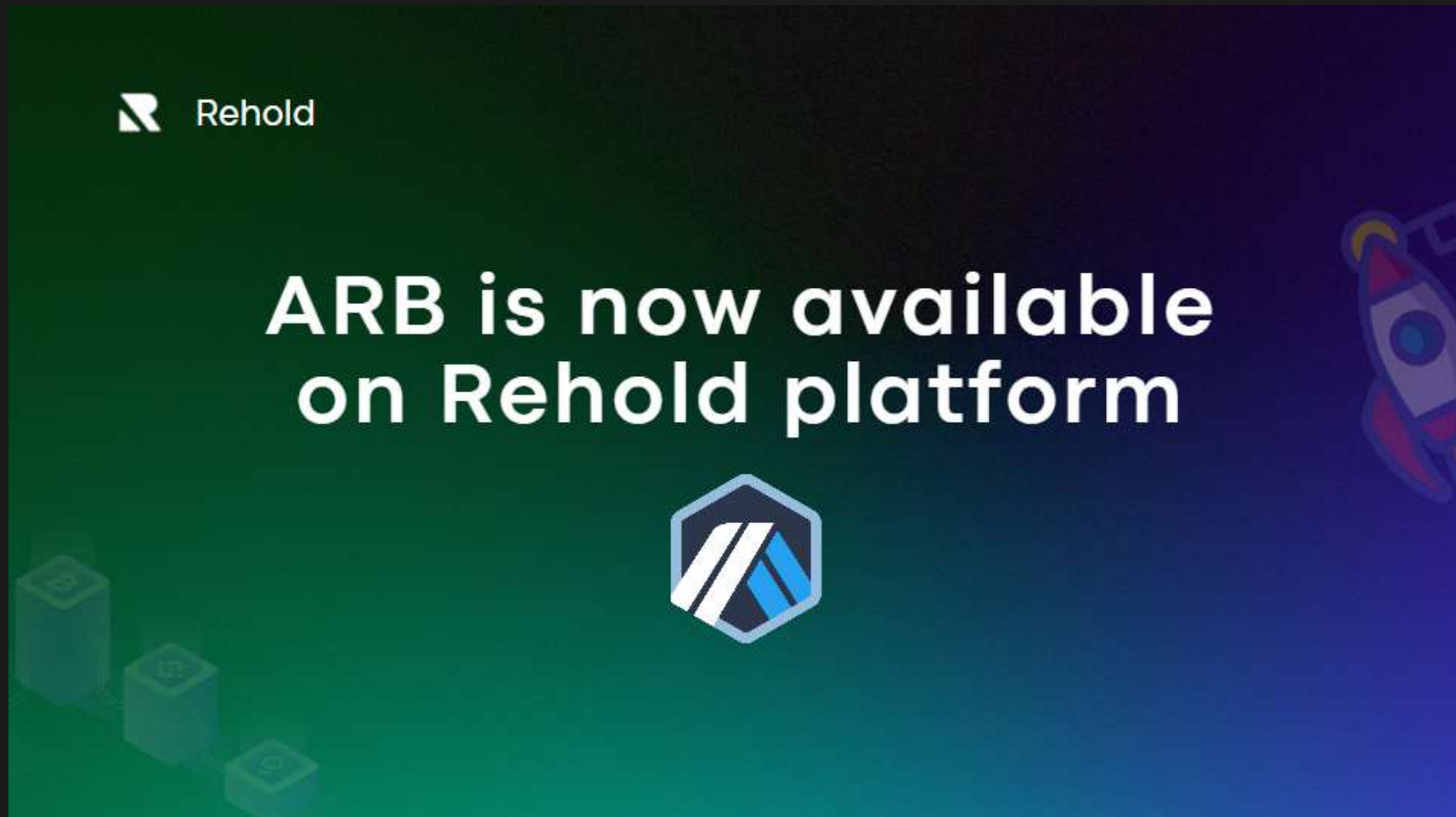
We are thrilled to announce the integration of the revolutionary Optimism blockchain with the Rehold app!

Get ready to maximize your yields and explore a world of possibilities with Rehold and Optimism!

#Crypto #DeFi #Rehold #Optimism



Twitter post



Tweet

We are delighted to announce that ARB is now LIVE on Rehold!

Strap in and buckle up as you embark on a thrilling crypto journey with ARB on Rehold's cutting-edge platform.

High time to level up your investment experience

#Crypto #DeFi #Rehold #ARB

Contact me

doshgood@yahoo.com

+ 7 952 797 20 11

