



## DUSTIN LEE FALLS

**Entrepreneur, Founder and Visionary**

Co-Founder & Chief Marketing Officer at DeStore



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## Profile

I'm a Web3 marketing strategist, entrepreneur, and blockchain advocate with over 8 years of experience, including scaling my e-commerce business to \$1M in annual sales and \$300K in yearly revenue. My crypto journey began in 2017 with Bitcoin and deepened in 2020, leading to eight years of driving growth for multiple blockchain brands.

As Co-Founder, CMO, and Ambassador across several projects, I've led successful initiatives in community growth, business development, and strategic partnerships. My early involvement included acquiring BTC, Litecoin, and XRP on Coinbase, purchasing my first NFT, and engaging with pioneers like Opensea and Hashgraph during their Seattle visits, sparking a passion for infrastructure and ecosystem development.

With expertise in digital assets, decentralized economies, and community building, I'm driven to scale blockchain adoption and foster innovation. My leadership blends integrity, collaboration, and strategic vision to deliver meaningful impact across marketing and business growth.

Fun Facts: I purchase the First Phygital NFT on Discovery in the Metaverse Filmed 2022 [link](#)

My team presented @ Sony Demo Day in July 2023 [link](#)

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## Core Competencies

- Strategic Partnerships & Business Development
  - Digital Marketing & Brand Strategy
  - Community Engagement & Growth
  - Content Creation & Storytelling
  - Negotiation & Relationship Management
  - Blockchain & Web3 Innovation
  - Event Planning & Public Speaking
  - Social Media & Influencer Collaboration
  - Market Analysis & Trend Forecasting
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## Professional Experience

### DeStore Network — Remote

#### Co-Founder | Feb 2024 - Present

- Led all marketing initiatives and long-term brand strategy for DeStore Network.
- Developed strategic partnerships to expand DeStore's ecosystem.
- Spearheaded community engagement and growth in the blockchain space.

## **Chief Marketing Officer | Jul 2023 - Present**

- Executed comprehensive marketing campaigns and community growth to establish DeStore as a leading Web3 brand.
- Managed digital marketing, content strategy, and social media engagement.
- Oversaw strategic partnerships and influencer collaborations to enhance brand reach.

## **Darwinia Network & Evolution Land — Freelance**

### **Ambassador | Nov 2020 - Present**

- Strengthened Darwinia Network's community presence through advocacy and education.
- Created educational content and tutorials to onboard new users.
- Engaged with blockchain and gaming communities to drive adoption.

## **Astar Network / Soneium — Full-time**

### **Content Creation Manager | Oct 2022 - Jun 2023**

- Managed multi-platform content creation, including video, podcasts, and social media.
- Developed educational resources for user onboarding in the Astar ecosystem.
- Supported marketing campaigns to expand Astar's influence in blockchain.

## **Itering Tech (Darwinia Network & Evolution Land) — Full-time**

### **Business Development | Jan 2022 - Oct 2022**

- Led business development efforts to grow the Darwinia and Evolution Land ecosystem.
- Designed and executed marketing strategies to enhance brand visibility.
- Created content to educate and onboard new users.

## **Self-Employed (Seattle, WA)**

### **Computer Hardware Engineer | Mar 2009 - Dec 2020**

- Founded and operated a successful e-commerce business specializing in computer hardware.
- Drove sales of \$1M and 300k USD in revenue
- Provided technical support and laptop repair services, building a strong customer base.

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## **Key Achievements & Impact**

- Forged strategic partnerships with top NFT creators, DAOs, and Web3 influencers.
- Led negotiations for high-profile alliances and sponsorships within the NFT space.

- Actively engaged in industry dialogues via Twitter Spaces, Discord, and conferences.
  - Developed and implemented business strategies to onboard NFT projects.
  - Advocated for NFT adoption and educated communities on digital ownership.
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## **Education**

High School Diploma

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## **Interests & Passions**

- Blockchain & Web3 Innovation
  - E-commerce & Digital Economy
  - Community Building
  - Content Creation & Podcasting
  - Technology & Hardware
  - Travel & Networking
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## **Referee Details**

Available upon request.