

# Polly Phelony

Social Media Manager for Web3 | Talent Manager |

## EXPERIENCE and PROJECTS

### Astrena AI

<https://x.com/astrenaai>

03.01.25 - 04.05.25

### Growth Manager and Head of Marketing

My Responsibilities:

- Developed and executed the overall marketing strategy for a DeFi x AI product from early-stage launch
- Built and managed two brand accounts from scratch, including Telegram and Twitter
- Managed influencer marketing campaigns and partnerships, collaborating with KOLs for reach and engagement
- Managing marketing team consisting of copywriter, web designer, and marketing manager

### A NFT Collection @beardedapeteen and @cryptoguys\_nft on Twitter

<https://x.com/beardedapeteen> and

[https://x.com/cryptoguys\\_nft](https://x.com/cryptoguys_nft)

02.03.22 - 30.06.22

### Social Media Manager and Influencer Marketing Manager

My responsibilities: creating visuals, writing posts, giveaway organizations, influencer Marketing, AMA sessions organization

How much followers we gained using Social Media Marketing and Influencer Marketing: 600 followers in 1 month on two accounts

### Web3 Betting Platform(NDA)

02.09.23 - 03.01.24

### Social Media Manager

My responsibilities: content plan creation, copywriting, generation of ideas for PR and new posts, communication with our business partners, Twitter Replies, writing creative scenarios for YouTube Shorts that would attract new users

## SKILLS

- Creating content strategy and content plan for Social Media
- Writing Engaging, Entertaining and Selling Posts
- Copywriting
- Influencer Marketing

## CONTACTS

Email:

[pollyphelony@gmail.com](mailto:pollyphelony@gmail.com)

Telegram:

[@pollyphelony](https://t.me/pollyphelony)

Engagement before and after: 0,2% and 4,2%

### **Eesee io and Memeslab**

[https://t.me/eesee io](https://t.me/eesee_io)

<https://t.me/memeslabxyz>

**06.06.24 - 05.01.25**

**part time SMM manager and copywriter**

My responsibilities: copywriting for telegram and twitter posts, one article "Stake to participate: understanding the Tier System", coming up with memes ideas for weeknd content. For Memeslab I created ideas for engagement and fomo posts.

### **Gamety io(G Agents)**

<https://x.com/gametyio>

**03.08.24 - 04.09.24**

**Part time Copywriter and Content&Marketing Strategy creator**

My responsibilities: copywriter for Gamety's Medium and also I worked on Content Strategy for their Social Media. My articles: [https://medium.com/@gamety\\_io/the-impact-of-play2earn-games-on-learning-and-skill-development-d0b192c87fe3](https://medium.com/@gamety_io/the-impact-of-play2earn-games-on-learning-and-skill-development-d0b192c87fe3)  
[https://medium.com/@gamety\\_io/why-blockchain-games-havent-hit-main-stream-adoption-and-how-gamety-is-changing-the-game-c376ff585f5a](https://medium.com/@gamety_io/why-blockchain-games-havent-hit-main-stream-adoption-and-how-gamety-is-changing-the-game-c376ff585f5a)