

Founder Pitch: Valentina Reyes

NFT Brand Strategist - VibeMint

"VibeMint isn't about hype - it's about humans. I help founders translate their vision into story."

About the Founder

Valentina Reyes is a narrative strategist and the founder of VibeMint - a story-first NFT incubator helping creators launch emotionally resonant, community-driven projects. With a background in digital art curation and a track record of building high-engagement Web3 communities, Valentina brings creative depth and practical insight to every collaboration. She works with founders and artists to shape messaging that connects, converts, and holds meaning beyond the mint.

Mission & Philosophy

Valentina's mission is to elevate storytelling in Web3. She believes that emotional clarity and authentic positioning are what separate lasting brands from trend-chasing noise. Her approach blends founder interviews, values exploration, and narrative design to produce messaging that feels aligned - not forced.

Work & Recognition

In 2023, Valentina helped launch three NFT projects that minted out through community-first growth, all built around stories she helped refine. She's a featured speaker at NFT NYC and ETHBarcelona, where she leads workshops on narrative onboarding, tone development, and founder identity. She also advises DAO-governed creator funds on messaging strategy, deck prep, and storytelling playbooks.

Current Projects

Valentina is currently working with a female-led NFT collective on their Series A pitch and an artist residency DAO to refine their brand manifesto. Her goal is always the same: help builders speak clearly and confidently about what they're really creating - and why it matters.