

DUSTIN LEE FALLS

Entrepreneur, Founder and Visionary

Co-Founder & Chief Marketing Officer at DeStore



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Profile

A Web3 marketing strategist, entrepreneur, and blockchain advocate with over 12 years of experience in e-commerce and 8 years in Web3. As the Co-Founder and Chief Marketing Officer at DeStore Network, I have successfully driven awareness, business growth, and strategic partnerships across the NFT and blockchain ecosystem. By starting in 2017 by purchasing my first NFTs meeting team members of Opensea in the Seattle area to work with projects and ecosystems focusing on NFT development! With deep expertise in digital assets, decentralized economies, and community engagement, I am committed to scaling blockchain adoption and fostering innovation. My leadership style is rooted in integrity, collaboration, and strategic thinking, ensuring impactful execution of marketing and business development initiatives.

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

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 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.
 - 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

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.