

ALEXEY DUBININ

Social Media & Content Marketing Specialist (Crypto, iGaming, AI)

Porto, Portugal | EU Work Permit

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- 4+ years of experience in social media & content marketing across Crypto, iGaming, and AI.
- Generated \$8M+ in crypto presales and \$400K+ in iGaming deposits via targeted content strategies.
- Broke all-time monthly record for first-time deposits in a new GEO for a leading iGaming platform.
- Leveraged 13+ years of linguistic expertise to build high-converting campaigns for multicultural audiences.

PROFESSIONAL EXPERIENCE

iGaming / NDA (Leading Global iGaming Service) | June 2025 – Present | Porto, Portugal
Social Media & Content Marketing Strategist

- Generated over \$400K in deposits within the first 3 months through campaigns on Telegram & Instagram.
- Broke all-time monthly record for first-time deposits (FTDs) in a key GEO by developing and executing a new localized content strategy.
- Managed content strategy for 8 social media accounts across 3 distinct geographical markets.

Concordia (Crypto Marketing Agency) | Sep 2024 – May 2025 | Porto, Portugal
Social Media & Content Marketing Strategist

- Led content and community strategy that secured over \$8M in presale funding for 3 crypto projects.
- Grew communities from 0 to over 70,000 members on X and Telegram within 4 months.
- Directed visual content creation, resulting in 300% increased engagement pre-launch.

Lemon AI (Digital Marketing & Deep Learning SaaS) | Aug 2023 – Aug 2024 | Porto, Portugal
Content Marketing & BD Manager

- Authored and published 15+ long-form articles, increasing organic search traffic by 40% over 5 months.
- Generated 100+ qualified leads for the sales pipeline by representing the company at major tech events (WebSummit, Marketing Masters).
- Developed core marketing material, including sales decks and product one-pagers, used by the team to close the first 8 enterprise clients.
- Conducted over 30 product demos for prospective clients, leading to 6 new signed partnerships.

Mediastyle & Partners (Digital Marketing Agency) | Jan 2022 – Jul 2023 | Porto, Portugal
Senior Copywriter & Editor

- Promoted from part-time to a full-time Senior Copywriter role within 2 months after successfully managing a 4x increase in client workload.
- Wrote and edited over 100 articles and web pages for clients in the Crypto and Gaming industries, contributing to improved SEO rankings and user engagement.
- Served as lead editor for a major blockchain client, ensuring all content was accurate, clear, and consistent in tone.

EDUCATION

IPAM (Porto, 2025) | *Post-Graduate Course: Social Media & Content Marketing*

Diplomatic Academy (Moscow, 2018) | *Master's Degree: Regional Studies, International Relations & International Law*

RSUH (Moscow, 2015) | *Bachelor's Degree: Translation Theory and Practice, Institute of Linguistics*

LANGUAGE PROFICIENCY

English (C2/Fluent) | Russian (Native) | German (B2) | French (B2) | Portuguese (B2)

SKILLS & QUALITIES

Generative AI (Claude.AI, ChatGPT)

Social Media (X, Telegram, Instagram, LinkedIn, Facebook, Medium)

Content Creation (Figma, Canva, WordPress)

Project Management (Asana, Trello, Miro)