



Gleb Shustov

SMM, CMO, KOLs manager

Contacts:

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<https://t.me/Hxckster>

Location: Russia (UTC +7)

Citizenship: Kazakhstan

Core competencies:

- Research;
- Marketing strategy development;
- Copywriting;
- Community management;
- Content management;
- Collab management;
- KOLs marketing;
- Sales;

Work experience:

Conscious Labs Founder (June 2024 - September 2024)

Services:

- Marketing strategy
- BUZZ marketing
- KOLs marketing
- Ambassador Program
- PR management
- Community management

- SMM management

[DECK Link](#)

All cases are provided after signing the NDA.

SMM Lead at NDA company (May 2024 – July 2024)

Responsibilities:

- Building an SMM department, hiring employees;
- Setting technical tasks for designers, video editors;
- Developing text & media ad creatives
- Writing sales cover messages;
- Sales calls with projects;
- KOLs department cooperation;

BizDev & SMM at NDA company (March 2024 – May 2024)

Responsibilities:

- Sales calls with projects;
- Drafting strategies/documents;
- Project management;
- Developing text & media ad creatives;
- Writing sales cover messages;
- KOLs department cooperation;

Achievements:

- \$DICK (SOLD OUT pre-sale for \$1.5m in 4 days with 0 budget)
- Ludoman coin (excitement on the project luncheon)
- SHEIKH (\$170k pre-sale collection)
- \$DUREV (2x on CEX secondary listing)
- DYOR (Sold out \$1m NFT collection)
- Storm Trade (pre-listing hype)
- \$WON (Ambassador program)
- \$SHIT (Ambassador Program)

Head of Community | Grants at NDA Company (April 2023 — March 2024)

Web3 launchpad

Responsibilities:

- Marketing strategy development;
- Content plan development;
- Content implementation;

- Brandbook development;
- Brand building;
- Community management;
- Collab management;
- Community engagement activities development;
- PR and partnerships;
- Influence marketing;
- Raising grants for our clients;
- Advising our clients about marketing;

Achievements:

- from 1,200 to 6,000 Twitter followers in one week

SMM at GGWP (January 2023 — April 2023)

<https://ggwp.world/>

GameFi ecosystem with browser games based on the principles of community management (DAO). Any WEB2 developer can add their game to the ecosystem and port it to WEB3.

Responsibilities:

- Writing articles on Medium;
- Competitor analysis;
- Writing analytical materials;
- Assisting in the management of a marketing agency team of 8 people;
- Creation and technical support of the Discord server;
- Networking with the community of game developers;

Achievements:

- Saved 50% of the budget allocated to the marketing agency;

Copywriter–researcher at Traffic devils (November 2022 — January 2023)

http://www.instagram.com/traffic_devils_official/

The main activity of the company is affiliate marketing. The founders of the company decided to create a crypto school for East Europe.

Responsibilities:

- Competitor analysis;
- Assistance in content creation;
- Writing analytical materials for publication;
- Creating the structure of lessons;
- Creation and technical support of the Discord server;
- Assistance in creating a pitch deck;

Achievements:

- MVP in 2.5 months;

Content manager at TBCC Labs (September 2022 — February 2023)

<https://tbcc.finance/>

In 2020, together with Binance Cloud, founded the centralized TBCC Exchange. Now the main product is a decentralized exchange — TBCC Finance.

Responsibilities:

- Creating a content plan;
- Content creation;
- Creating analytical materials for the community;
- Creation and technical support of the Discord server;
- Drawing up the presentation text for investors;
- Purchase of advertising from Chinese Influencers;
- Writing a whitepaper;
- Sending requests for a token listing on other DEX;

Achievements:

- A 50% increase in TVL and daily trading volumes after the article's release;

Researcher at DBS DAO (February 2022 — December 2022)

<https://twitter.com/DBSdao>

Open crypto enthusiasts, influencers, and ambassadors community.

Responsibilities:

- Search for early-stage projects with earning potential and partnerships;
- Creating content on SocialFi, GameFi, P2E and Metaverse topics;
- Making calls to the community and discussing current activities/news;
- DAO community management;

Community manager at Tollan Worlds (July 2022 – November 2022)

<https://twitter.com/TollanWorlds>

Pixel-art Online Action RPG owned by its players

Responsibilities:

- Collaborations with CIS Influencers;
- Chat moderation;
- Creating memes;
- Conducting different activities;
- Writing translations of announcements;

Languages:

English – B2

Kazakh – A2

Russian – Native