

WORK PORTFOLIO

Akash Ray

Web3 & Crypto Marketing Specialist

Hi, I'm Akash Ray, a passionate Web3 and Crypto Marketing Strategist from Kolkata, India. With over five years of experience in the blockchain industry, I have collaborated with 25+ projects, helping them scale their online presence, engage their communities, and drive impactful marketing campaigns.



Key Achievements

- ✓ Boosted community engagement by 200% at Apex DeFi Labs through strategic initiatives
- ✓ Led 50+ AMAs and online events, driving brand awareness and user education
- ✓ Scaled Twitter & Telegram communities to 100K+ members for multiple Web3 projects
- ✓ Executed influencer partnerships & marketing campaigns that resulted in \$1M+ in project funding



Services & Expertise

- 📢 Social Media & Community Management – Engaging & expanding communities on Twitter, Telegram, Discord, and Instagram
- 📊 Crypto & Web3 Growth Marketing – Implementing data-driven campaigns tailored for crypto audiences
- 📝 Content Strategy & Branding – Crafting viral threads, blogs, and educational content for Web3 adoption

 **Partnerships & Influencer Marketing – Collaborating with top-tier KOLs & Web3 thought leaders**

Notable Projects & Experience

- ♦ **Marketing Head – INRTX (Feb 2024 – Present)**
 - ✓ **Spearheading Web3 growth initiatives, boosting engagement & brand visibility**
 - ✓ **Organized 50+ AMAs and strategic partnerships to scale community reach**
- ♦ **Community Lead – Apex DeFi Labs (Jan 2023 – Feb 2024)**
 - ✓ **Increased community engagement by 200% through strategic campaigns**
 - ✓ **Led a team of moderators & hosted AMAs to enhance project visibility**
- ♦ **Social Media Marketing – Voice of Crypto (Mar 2022 – Jan 2023)**
 - ✓ **Built strategic influencer partnerships & launched an award program for top Web3 creators**
- ♦ **Social Media Manager – DODAS (Mar 2022 – Dec 2023)**
 - ✓ **Implemented data-driven social media strategies, achieving exponential follower growth**
- ♦ **Community Manager – Pokelon (Aug 2021 – Jan 2022)**
 - ✓ **Grew an NFT-focused Discord community & hosted influencer collaborations**
- ♦ **Other Notable Collaborations: CoinDCX, Chromia, Gari Network, Blockster, Crypso, Desi Crypto**

Proven Expertise in

 **Social Platforms: Twitter, Telegram, Discord, Instagram**

 **Marketing Tools: Hootsuite, Buffer, Notion, Sprout Social**

 **Analytics & Growth: Dune Analytics, Google Analytics, SocialBlade**

Portfolio & Case Studies

Want to see my past work, case studies, and campaign results?
Check out my portfolio: [ Portfolio Link]

 **Let's Work Together!**

 **Looking for a Web3 growth strategist to scale your project? Let's connect!**

 **LinkedIn: [Akash Ray](#)**

 **DM me on Telegram: [[@raiakash24](#)]**