

VERONIKA VOLKONOVSKA



Marketing Strategist · Growth Marketing · Web3 / Blockchain ·
Crypto · AI · SaaS · Gaming

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ABOUT

Marketing strategist with 6+ years of experience across crypto, fintech, Web3 gaming, and other high-risk, gray-zone industries. Full-cycle experience in growth strategy, KOL & influencer partnerships, paid advertising, PR, and brand activations — from early-stage token launches to established platforms. Represented projects at Token2049, Consensus Hong Kong, and Coinfest Bali.

EDUCATION

**Kyiv National University
of Culture and Arts**

Marketing / Communications

LANGUAGES

Ukrainian	Native
English	Professional
Portuguese	A2

HIGHLIGHTS

- ♦ Led brand activations including a Times Square billboard placement and an Ibiza event campaign
- ♦ Built a marketing partnership with actor Kunal Nayyar, co-founder of IQ121
- ♦ Represented client projects at Token2049, Consensus Hong Kong, and Coinfest Bali
- ♦ Ran KOL & influencer sourcing across CIS and LatAm markets for Web3 gaming clients

INDUSTRIES

CRYPTO & DEFI	WEB3 GAMING	FINTECH & RWA	AI & SAAS
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SOFTWARE

Figma	Notion
ChatGPT	Midjourney
CapCut	Telegram

VOLKONOVSKA

MARKETING RESUME

EXPERIENCE

Pineapple Sep 2025 - Jun 2026	Marketing Manager	Led full-cycle marketing strategy for the project, overseeing growth initiatives, campaign planning, and cross-functional execution.
Pineapple Apr 2025 - Sep 2025	Social Media Manager	Managed social media presence and content strategy, growing engagement ahead of promotion to Marketing Manager.
Seed \$SEED Dec 2025 - Feb 2026	Marketing Manager	Directed marketing strategy for the \$SEED token project, coordinating campaigns and community growth initiatives.
Angel Twin AI Jan 2025 - Apr 2025	Marketing Specialist	Drove partnerships, created compelling content, launched interactive activities, and nurtured a strong community while expanding the project's reach.
JupBot Jun 2024 - Jan 2025	Marketing Specialist	Drove partnerships and engaging content, launched marketing activities, and grew the community. Collaborated with key industry players to establish strategic partnerships.
Heroes Battle Arena Apr 2022 - May 2024	Marketing Manager	Responsible for the active promotion of a multi-chain strategic RPG game across social, community, and partnership channels over a 2+ year engagement.
Cowchain Apr 2023 - Oct 2023	Marketing Content Specialist	Built marketing strategy, managed advertising campaigns, and led personal brand promotion for the project.
Ads Control Apr 2022 - Mar 2023	Chief Marketing Officer	Managed the entire marketing team and strategy across 5 Web3 projects at the agency — 3 NFT projects, a crypto wallet, and a blockchain insurance platform — successfully promoting all products to market.
Finch Labs Apr 2021 - Apr 2022	Social Media Manager	Managed 3 NFT project launches with the team — all sold out.