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Key Skills:

- Digital Marketing Strategies
- Content Creation and YouTube Channel Management
- Social Media Management and Campaigns (Telegram, Discord, Instagram, etc.)
- Automation Tools for Marketing (Python, Telegram bots)
- Expertise in Crypto and Web3 Technologies
- Website Development and Management

Languages

English (Intermediate, CEFR Level B2)
(Actively improving)

Everton De Oliveira Soares

Digital Marketer and Content Strategist | Web3 and Crypto Enthusiast
Cubatão, São Paulo, Brasil

Professional Summary

I began my journey in the financial markets in 2018, initially focusing on trading my own capital and learning extensively about quantitative strategies, risk management, and portfolio optimization. This period was marked by intense study and hands-on experience, which allowed me to develop a deep understanding of financial systems and market dynamics. However, as I explored new avenues, I discovered my passion for digital marketing, particularly its ability to connect with diverse audiences and drive impactful campaigns.

In 2020, I was introduced to the world of crypto games, which bridged my knowledge of finance and blockchain technologies. I immersed myself in studying decentralized finance (DeFi), blockchain-based ecosystems, and the growing Web3 landscape. This experience fueled my interest in leveraging marketing strategies to support these emerging industries, helping them reach broader audiences and establish stronger communities.

Since then, I have been actively creating and implementing digital marketing strategies for Web3 and crypto-focused projects. My work includes managing content for blogs, YouTube channels, landing pages, and social media platforms, as well as building and fostering engaged communities on Telegram and Discord. I also developed my own finance-focused website during this time, further demonstrating my ability to align marketing efforts with audience needs.

My skills include SEO, social media management, and the use of automation tools like Python-based Telegram bots to streamline marketing operations. I am passionate about crafting data-driven campaigns that align with brand objectives while leveraging the unique potential of blockchain and decentralized platforms.

Self-employed | 2018 – Present

- Developed and implemented marketing strategies for diverse audiences, Web3 and crypto communities.
- Established and moderated Telegram and Discord communities for engagement and audience growth.
- Automated interactions using Python-based tools for increased efficiency in customer communications.

Community Manager (Crypto-focused Projects)

Self-employed | 2021 – Present

- Managed WhatsApp, Discord, and Telegram communities for crypto gaming projects.
- Developed community engagement strategies to increase user retention and interaction.

Education

Financial Markets and Cryptocurrencies (Self-Taught)

- Expertise in blockchain concepts, smart contracts, DeFi, and cryptocurrency trends.
- Continuous learning in market analysis and trading strategies.

Content Creation and Digital Strategies (Self-Taught)

- Proficiency in SEO, CMS platforms, and visual content tools (Canva, Adobe).
- Practical knowledge of Web3 marketing trends and decentralized platforms.

Grant Proposals and Strategic Planning

- Created professional reports and graphs during my time as a trader, showcasing results to potential clients and building trust.
- Recently conducted market analysis and crafted proposals for marketing grants, focusing on innovative approaches to secure funding.