



Jordan Hong Tai

WEB3 MARKETING & COMMUNITY DIRECTOR

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professional profile

Motivated self-starter with over 5 years of experience in marketing and community. Fluent in social media, content, copywriting, analytics, and growth. Native understanding of blockchain technology, DeFi, NFTs, consumer, and market behavior. Well connected in the web3 community and have personally met many project founders, builders, and venture capitalists. Raised over 7 figures in revenue-building NFT communities.

education

June 2019
BACHELOR OF BUSINESS ADMINISTRATION
Simon Fraser University, Vancouver, BC,
Canada

professional experience

Jan 2022 – Present

Chief Executive Officer & Chief Marketing Officer | RBX Studios, Remote

- **Lead marketing and community strategy for ThorGuards NFT, growing our audience from 0 to over 100,000**
- Build and manage cross-functional teams for marketing, R&D, and financial departments
- Connected and managed business developments. Creating partnerships with over 16 companies
- **Played a core role in raising over \$3 million USD in revenue in Q4**

Sep 2021 – Dec 2021

Social Media, Community & Communications Specialist | The Graph, Remote

- Managed all social media platforms including Twitter, Instagram, Discord, Facebook, and Telegram. **Doubling follower growth to over 6 figures**
- Directed content team of 5, ensuring timely deliverables
- Worked with PR agencies for external communications and posts

May 2021 - Sep 2021

Social Media Manager | Enjin, Remote

- Managed social media platforms and **grew Twitter following from 100,000 to 300,000**
- Identified KPIs and created weekly and monthly quantitative and qualitative reports
- Collaborated with over 20 ecosystem partners to create win-win marketing strategies

Jul 2020 - May 2021

Social Media Coordinator | The Gaming Stadium, Vancouver, BC

- Worked directly with the CMO and production team to create engaging content
- Built marketing strategies across all platforms
- Wrote weekly articles to be published on the company site and for PR

Feb 2017 - Jul 2019

Social Media Associate | Complexity Gaming, Remote

- Create social copy and organize the content calendar
- Raise genuine engagement with the community
- Manage and post on all social media platforms

additional skills

- Deep understanding on most social platforms (Twitter, Discord, Telegram, Reddit, Facebook, Instagram, Youtube)
- Conversational level Japanese
- Experience with Adobe Photoshop
- Sense in finding high-quality contractors or out-source workers