

Manuel Medel

Head of Marketing · DeFi / Web3 · Central Time (CT) · Remote
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SUMMARY

Marketing leader with 6+ years scaling DeFi products across perpetuals, spot DEXs, wallets, and liquidity ecosystems. Led GTM strategy, incentive design, community growth, and brand positioning while managing cross-functional teams and \$500K+ annual budgets as a senior strategic partner to founders. Built and scaled communities to 70,000+ Twitter followers, 30,000+ Discord members, and 8,000+ Telegram users. Operates AI-powered workflows with human-in-the-loop oversight to deliver team-level output as a solo operator. Bilingual (English/Spanish), comfortable working across time zones.

EXPERIENCE

Head of Marketing | Katana | Nov 2025 – Present

- **\$3M TVL and 300+ wallet activations on launch day** via a 0-to-1 points program built around open interest and taker volume mechanics to drive adoption and retention.
- **6x increase in platform trading volume** via a trading competition designed around a tiered rewards unlock mechanic, scaling incentives progressively to sustain engagement and deepen liquidity.
- **15% conversion rate achieved** via a multi-channel outreach campaign across X, Telegram, and email with 1,000+ personalized touchpoints across a 100,000-contact list.
- **Built and deployed market research agents** that informed outreach targeting and surfaced incentive design gaps before launch, directly contributing to the 15% conversion rate and a stronger points program at launch.
- **AI production flows compressed campaign turnaround by 2-3x**, enabling a single operator to plan, produce, and execute a full GTM launch at the output level of a full team.
- **Senior strategic partner to founders**, operating as the sole marketing lead with full ownership of strategy, budget, and execution.

Head of Marketing | Community and International Growth | IDEX | Oct 2021 – Oct 2025

- **Led a team of 8** across community managers, writers, moderators, and business development, defining roles, workflows, and performance expectations across the full marketing function.
- **Served as the cross-functional link between marketing, product, engineering, support, and design**, translating community feedback and market signals into product decisions and keeping all external communications aligned with internal roadmaps.
- **Built and iteratively refined an AI-powered production system** covering campaign drafts, content scheduling, algorithm-based performance evaluation, and incentive gap analysis, constantly reworking agents and prompts to keep pace with platform and audience changes.
- **\$500K+ annual marketing budget managed** across KOLs, paid media, PR, and ecosystem partnerships, optimizing spend across acquisition, brand growth, and ecosystem expansion.
- **Scaled community presence to 70,000+ Twitter followers, 30,000+ Discord members, and 8,000+ Telegram users**, strengthening brand visibility, user retention, and trading community engagement across multiple market cycles.
- **Owned full content and communications operations** across social channels, newsletter, blog, and PR, maintaining consistent brand voice and managing all official public-facing responses across platforms.
- **Launched and oversaw a 100+ episode podcast** (Spill The Alpha), hosted by DeltaXBT, featuring 60+ KOL guests including Tradermayne, CryptoCred, and Threadguy.
- **Activated 30,000+ wallets in under one month and drove \$100M+ in testnet trading volume** through high-performance whitelist and trading incentive campaigns, validating strong user activation mechanics and strengthening IDEX's growth trajectory.

- **50% brand impression growth in one month** via the Golden Checkmark campaign, earning organic engagement from 50+ KOLs on Crypto Twitter.
- **Trading rewards, market maker incentive programs, referral systems, and liquidity vault campaigns designed and launched** to improve retention, deepen order book liquidity, and increase trading volume.
- **Ecosystem partnerships established** with Arbitrum, Berachain, Polygon, Wassieverse, loldefi, BoldLeonidas, and Coinfessions for co-marketing and community integrations.
- **B2B partnerships negotiated directly with market makers, protocols, and fiat on and off ramp providers**, structuring commercial terms, incentive agreements, and co-marketing arrangements that supported liquidity depth and user growth.
- **Built long-term brand equity, community trust, and trading culture** that strengthened IDEX's market position ahead of its acquisition by Katana.

Community Architect (Growth and GTM) | Stellar Development Foundation | Jul 2020 – Sep 2021

- **Led the 0-to-1 GTM launch of Vibrant Wallet and USDC on Stellar**, establishing the positioning and market narrative used across launch communications and ecosystem growth efforts.
- **Identified Argentina and Nigeria as priority expansion markets through user behavior and community insights**, enabling more effective localization and faster adoption in high-growth crypto regions.
- **Secured localized onramp partnerships and positioned Vibrant Yield as an inflation hedge for high-inflation economies**, strengthening user acquisition and product relevance in emerging markets.
- **Built and activated regional partner ecosystems across Latin America and Africa**, turning grassroots community relationships into scalable distribution and adoption channels.

Head of Operations | AMBCrypto | Jan 2019 – May 2020

- **18% platform traffic increase** via coordinated growth strategies with media aggregators and influencers.
- **50+ commercial partnerships established** with exchanges, wallets, and protocols including Bittrex, NEO, and Blockfolio.

Partner Development Manager | Natcom / VidWeb | May 2017 – Aug 2018

- **20% growth in advertising inventory per quarter** through partner network expansion across Latin America, Europe, and the US.
- **13% adoption rate of video embeds achieved** by training editorial and commercial teams on new video technology.

CORE SKILLS

Growth and GTM: DeFi/DEX GTM, Perpetuals DEX, Spot DEX, Product Launches, User Acquisition, Points Programs, Trading Rewards, Referral Systems, Market Maker Programs, KOL Partnerships, Community Building, Rebranding, Crypto Twitter Marketing, International Growth (Americas, Asia, Europe)

DeFi and Trading: Perpetuals, Open Interest, Taker Volume, Funding Rates, Market Maker Dynamics, TVL Growth, Liquidity Incentives, On-chain Analytics, Wallet Growth, User Activation, Retention Systems

AI and Automation: n8n, Claude, ChatGPT, GPT Image, Midjourney, Adobe Firefly, Grok, AI Agent Workflow Design, Prompt Engineering, Process Automation

Leadership and Operations: Team Leadership (8 reports), Budget Management (\$500K+ annual), Cross-functional Alignment, B2B and B2C Marketing, Project Management, Partner and Ambassador Management, PR and Agency Management

Analytics and Tools: Dune Analytics, Nansen, Mixpanel, Google Analytics, Google Ads, X Ads, X Analytics, Circleboom, ClickUp, Linear, Jira, Notion, GitHub, Figma, Webflow, Slack, Adobe Creative Suite, Beehiiv, Substack, Discord, Confluence

EDUCATION

Bachelor's Degree in Marketing and Advertising · Universidad del Valle de Mexico

Postgraduate in Digital Marketing · Universidad Tecnologica de Mexico

LANGUAGES

Spanish (Native) · **English** (Professional)