



VICTOR HERNANDEZ

ABOUT ME

Crypto , technology & knowledge lover. Building & executing strategies to grow companies, products & communities. Experience in community management, events, social media, business development, marketing strategy & operations . +4 Years of experience in communities & high impact companies.

SKILLS & EXPERTISE

- Community Management
- Events & Webinars
- Digital Growth
- Web development
- Content creation

CONTACT

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LANGUAGES

Native Spanish
Business level english

EDUCATION

Ironhack

FULL-STACK WEB DEVELOPMENT BOOTCAMP 2021

- Front-end: HTML | CSS | Javascript (ES6) | React
- Back-end: ExpressJs | NodeJs | MongoDB | Axios
Version Control: Git | Github

Escuela Bancaria y Comercial

BACHELOR'S DEGREE 2020

-Communication and entertainment business administration

EXPERIENCE

Community Manager LATAM

BNB CHAIN | JUL 2020 - PRESENT

- Grow local awareness, understanding and positive engagement for the chain
- Develop effective marketing and brand communication plans and campaigns
- Setup close partnerships with the regional Developer Communities, Universities, Blockchains associations, KOLs, and other web2 and web3 audiences
- Deploy successful online and offline Developers campaigns, such as hackathons, workshops and conferences from ideation to execution

Crypto Community Manager

BITSO | OCT 2020 - APR 2022

- Be the main point of contact between the brand and the crypto community
- Create engaging promos, contests, programs and buzz for the community
- Organize events and make sure we participate in main events
- Position Bitso as a cool brand that knows about crypto and cares about its users

Events & Community Manager

IRONHACK | APR 2019 - MAY 2020

- Planning & execution of tech events for community building & lead nurturing.
- +60 events & webinars in 1 year.
- Content creation for digital campaigns & social media.
- Strategic planning of marketing actions

