Victor Hernandez
Marketing & Community Manager

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Passionately immersed in the realms of technology, with a comprehensive background spanning community management, event orchestration, social media, business development, marketing and operational , my 5+ years journey reflects impactful contributions to both thriving communities and high-growth enterprises. I am poised to leverage my diverse experience to empower forward-looking environments that share my fervor for advancement.

PROFESSIONAL EXPERIENCE

Community Manager LATAM BNB Chain, Binance
07/2022 – 07/2023
- Grew the retail community of users 150% in 1 year through digital and BTL campaigns
- Orchestrated impactful online and offline developer campaigns, including +80 online events, 2 hackathons, 15 Meetups & 3 Large conference sponsorships across 6 countries, resulting in more than 3,000 developers onboarded.
- Fostered strategic alliances with Developer Communities, Universities, Blockchain associations, (KOLs), and diverse web2 and web3 cohorts.

Crypto Community Manager, Bitso
10/2020 – 04/2022
- Created community channels that grew organically to 30k members.
- Managed +10 events sponsorships resulting in the positioning of the brand as a thought leader in the industry.
- Converted qualitative user feedback to actionable recommendations for the SEO team to create meaningful content for the users and also recommendations for the product team for product improvements.
- Fostered meaningful connections by actively responding to user inquiries, addressing concerns, and facilitating valuable interactions

Events & Community Manager, Ironhack
04/2018 – 07/2019
- Orchestrated and executed over 60 high-impact tech events and webinars in a single year, designed to foster a vibrant community and nurture potential leads.
- Managed and interviewed over 400 candidates during scholarships campaigns resulting in an increase of 90% in the total inscriptions.
- Skillfully tailored content to resonate with target demographics, contributing to enhanced brand visibility and organic audience growth.

EDUCATION

Full-stack Development Bootcamp, Ironhack
2021
Front-end: HTML | CSS | Javascript (ES6) | React
Back-end: ExpressJs | NodeJs | MongoDb | Axios
Version Control: Git | Github

Communication and Entertainment Business Administration, Escuela Bancaria y Comercial
2016 – 2020

SKILLS

Paid search

Marketing Automation
Pardot, Salesforce, Zapier, Hootsuite, Hubspot, Mailchimp, Sendpulse, Sendpulse, Twilio

Google Suite
Docs, spreadsheets, slides, forms, drive

Data Analytics
Google Analytics, Mixpanel, Firebase, AppsFlyer, Hotjar

Content creation
Illustrator, Photoshop, Canva, Figma, After Effects, Final Cut, CapCut

Social media ads
Facebook, Instagram, X/Twitter, LinkedIn