

MISSY REIGN DELA CRUZ (EIZZ)

WEB3 COMMUNITY & GROWTH SPECIALIST

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Web3 professional with almost 3 years of experience across Metaverse, SocialFi, DePIN, DAO & Governance, and other niches. Skilled in community growth, high-impact partnerships, social media management, content strategy, and HR support. Delivers measurable adoption, engagement, and growth across Web3 projects.

CORE SKILLS

Community growth and engagement	Social Media & Content Management	Team Coordination & HR Support
Strategic Partnerships/Collaboration	KOL Branding & Influencer Relations	Marketing & Growth Strategy

KEY ACHIEVEMENTS

- **Content & Brand Growth.** Built a KOL presence of 5k+ followers on TikTok, creating content that educates and inspires new entrants to blockchain and Web3.
- **Media Recognition.** Featured in interviews and published articles including Medium as a voice in Web3, showcasing influence and expanding visibility beyond community reach.
- **Thought Leadership.** Selected as one of the few Base Voices in the Philippines for Base Chain, representing the ecosystem and amplifying its presence locally.

PROFESSIONAL EXPERIENCE

Social Media Manager, Crypto Pinas

January 2023 - January 2024

- Achieved significant organic reach with 26,950 impressions in the first month (+2,782% growth) and 218,066 impressions the following month (+614% growth), all without any paid campaigns.
- Built and executed content strategies that turned Crypto Pinas into a recognized brand in the local crypto space, driving engagement and authority.
- Translated analytics into action, ensuring consistent growth and measurable results.

Community Moderator, Snapshot Labs

May 2023 - Present

- Resolved thousands of tickets, maintaining <15 min average response time for reliable, round-the-clock support.
- Maintained 85%+ satisfaction (4–5 stars) by addressing concerns promptly and effectively.
- Guided users through DAO participation (voting, proposals, strategy), reducing errors and ensuring seamless governance.

Collaboration & Partnership Manager, InfibluWorld

December 2022 - Present

- Managed collaborations for a project with 50k+ Twitter followers, driving strategic partnerships across different niches in Web3. Secured campaigns with projects averaging 20k+ followers each, collectively reaching 900k+ community members annually.
- Hosted AMAs per month contributing to a 30% engagement growth and expanding partner visibility.

EDUCATION

Bachelor of Science in Psychology

October 2021 - September 2025

Polytechnic University of the Philippines

- Graduated as Magna Cum Laude
- Gold Medalist for academic excellence
- Completed Industrial and Clinical Internships in organizational behavior, assessment, & psychological services