

Alex Balvinsky

Content & Social Media Strategist

Tech, B2B, gaming, Web3 & SaaS

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>4M

views in 6 months · Freedx

+1.3M

views on X · Freedx

>2M

organic views · EMCD

+150%

following growth · Freedx

SPOKEN LANGUAGES

English	C2
Spanish	C1
Russian	Native

CORE STRENGTHS

Organic community growth
Moderation systems
Crisis communication
Team leadership

DOMAIN EXPERIENCE

Crypto & Web3
Fintech
Gaming
B2B products

EDUCATION & CERTIFICATIONS

B.S. in Philosophy
Higher School of Economics,
Moscow, 2022
Hootsuite Social Marketing
2026
Anthropic "Claude 101"
2026
Google Digital Marketing & E-
Commerce
2023
Certified Digital Marketing Associate
Plus 30+ other marketing courses

SKILLS

Community management

Moderation policy & guidelines

Volunteer moderator coordination

Community playbooks

SUMMARY

Brand Marketing Specialist with 5+ years in fintech, gaming and crypto. I grow communities to thousands of active members organically, provide creative solutions and viral ideas. English, Spanish, Russian.
I know my LLMs. But I am [No Meat Proxy](#).

EXPERIENCE

Under NDA

Jun 2026 – Present · Remote

Community Lead · [Credit Line](#), [Virtual Card](#), [Staking](#)

- Rebuilding the socials from the ground up for a virtual card / crypto credit line product
- Crisis communication and managing negative sentiment, working with ORM
- Creative strategy overhaul and advanced storytelling integration

[Freedx](#)

Dec 2025 – May 2026 · Remote

Social Media Manager · [Crypto Exchange](#), [Virtual Card](#)

- Owned social strategy and content across 8 platforms: scripted and produced short-form video, ran the editorial calendar, and led production end-to-end (multiple 500k+ view TikToks)
- Developed a Reddit strategy (0 to 1,000 in the company's subreddit, fully organic)
- Tracked performance against KPIs and iterated weekly, hitting full-year organic reach targets within two months (700k reach, X +540%, TikTok +813%)
- Automated content production with AI agents trained on previous organic content and built customizable dashboards and reporting, reducing ticket closure time by 27%
- Set up a Discord community and managed multiple AMAs in RU, EN and ES
- Directed a videographer, designer and editor: wrote briefs, reviewed output, and held the team to a weekly publishing cadence

[Munich Int. Mining](#)

Oct 2025 – Dec 2025 · Contract · Remote

Social Media Manager · [Hardware Hosting](#)

- Owned cross-platform social strategy and brand voice for 3 brands under one umbrella
- Built brand guidelines, ToV and editorial policy, and a visual system in Figma; created an employee branding kit (Telegram emoji, LinkedIn banners)
- Built a sustainable content calendar and used AI to recycle content while maintaining high engagement and view rates

Social media strategy

Content strategy

Editorial calendar

Short-form video

Performance analysis & reporting

KPI tracking

Competitive analysis

User feedback collection

AI agents

n8n

Claude

ChatGPT

Ubuntu Tribe

Sep 2025 – Feb 2026 · Remote

Community Manager · [Gold-Backed Token](#)

- Grew Discord and Telegram organically from 0 to 3k in a greenfield CIS market
- Built a Telegram moderation bot and automated funnels; managed a team of contractors (designers, paid traffic)
- Built a moderation system inside Discord with gamification and channel ratings
- Drove hundreds of registrations from target geos on minimal budgets through organic methods
- Developed an engagement strategy for short-form content, reaching 400k+ organic views
- Grew WAU from zero to 300

EMCD Fintech

Sep 2023 – Sep 2025 · Remote

Lead Social & Community · [Hosting](#), [Staking](#), [Virtual Card](#), [P2P](#), [Loans](#)

- Built and led socials across 5 platforms: owned the editorial calendar, ghostwrote in the founder's voice and grew presence (Telegram 2.5k to 25k, X 650 to 3k, Instagram 1k to 3k, YouTube 0 to 3k, LinkedIn 2 to 3.5k)
- Managed a team of SMM specialists and community managers; ran a content ticketing system handling briefs from 5 product managers on a 1-week production cycle
- Created a community growth system and achieved community-owned moderation through gamification and a team of loyal members monitoring the chat (Telegram and Discord)
- Launched CIS and global YouTube channels from scratch (Global 0 to 700, CIS 100 to 2k subscribers, 100k+ views in 3 months); built monthly performance reports, ran weekly brainstorms and trend reports, and gathered quarterly competitive analysis
- Resolved multiple community crises and kept brand reputation high among members

Manager360

&

Dia-Gram

Jan 2023 – Sep 2023 · Remote

Social & Content Manager · [Manager360: AI Platform](#) · [Dia-Gram: Social Media](#)

- Created Tone of Voice and writing policies
- Grew the Manager360 community from 100 to 1k; at Dia-Gram, drove 3,000 new app users, +10% daily online and 100k+ organic views
- My brand and social work supported 3 major league team signings

Apr Marketing Agency

Dec 2021 – Jan 2023 · Remote

Community Manager · [Gaming](#)

- Moderated multiple Discord gaming communities
- Created a ranking system and gamified the community experience