

Alex Balvinsky

MARKETING PORTFOLIO

Content & Social Media Strategist — tech, b2b, gaming, Web3 & SaaS

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[/balvinsky](#) 

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SOME NUMBERS

500% Following increase

+250% WAU Increase

>2m organic views

4 Strategies

 **2.5k → 25k**

 **650 → 3k**

 **1k → 3k**

 **0 → 3k**

 **2 → 3.5k**

COLLAB W/ NOTCOIN

OBJECTIVE

- ☀ Increase community activity
- ☀ Push product activations
- ☀ Increase the subscriber count & reach

CONSTRAINTS

- ✦ Time: 1 month
- ✦ Low budget for set goal
- ✦ Processes were just being set up

SOLUTION

- ☀ Look for what's hot: TMA's
- ☀ Reach out to founders & create a proposal
- ☀ Launch a campaign inside their app

RESULTS

- ☀ +500% subscriber count
x7 weekly reach
- ☀ +300% WAU increase
- ☀ ER above 7% for 8 weeks
More product activations (NDA)



MINING & MAGIC

OBJECTIVE

- ☀ Increase engagement
- ☀ Appeal to the audience
- ☀ Try for virality with AI Content

CONSTRAINTS

- ✦ The ER was falling across all platforms
- ✦ Timing: the community did not like the latest product update

SOLUTION

- ☀ Poll in the community
- ☀ Creative based on the poll results
- ☀ Post was scheduled for the time with the highest ER

RESULTS

- ☀ 5 times the average engagement
- ☀ High rate of community approval in the comments



Энефтилия

Бард природы

Сей диковинный маг
тратит золото на пиксели

YOUTUBE LAUNCH

OBJECTIVE

- ☀ Launch CIS & Global Youtube
- ☀ Create a stable schedule
- ☀ Manage the creators

CONSTRAINTS

- ✦ Poor scaling for crypto topics
- ✦ Resource: managing 3 creators at once

SOLUTION

- ☀ AI-based scripts & previews
- ☀ Content in batches scheduled a month ahead

RESULTS

- ☀ Global YT: 0 to 700 subs
- ☀ CIS YT: 100 to 2k subs
- ☀ >100k views in 3 months





Ludmila Timofeeva · 1st

Head of Influence | Senior Influencer Manager | Web3 & Consumer Apps | Global Campaigns, KOLs, UGC, Performance Tracking

October 31, 2025, Ludmila worked with Alexey on the same team

👁 All LinkedIn members

On ☒



Working with Alex at EMCD was a real pleasure. He always came up with fresh ideas, jumped in to help whenever it was needed, and made even stressful projects fun to work on. His energy and humor kept the team motivated, and you could always count on him to deliver results. Alexei is not just a great professional, but also the kind of colleague you're lucky to call a friend.



Anastasia Laptiy · 1st

Head of Content | Editor | Web3 & DeFi

October 23, 2025, Anastasia was senior to Alexey but didn't manage Alexey directly

👁 All LinkedIn members

On ☒



I worked with Alex in the PR & Communications department at EMCD from August 2023 to April 2025. We started almost from scratch as a small team of three – me, Alex, and our head, Mike. Over a year and a half of collaboration, Alex proved to be a responsible, creative, and results-driven SMM professional.

Alex played a key role in building EMCD's social media presence – he analyzed competitors, proposed fresh content formats that resonated with users, ran engaging contests, and built genuine ... more



Mike Lvov · 1st

Brand Lead at Cointelegraph | Creative Marketing, Brand Building | Blockchain, crypto, Web3

October 10, 2025, Mike managed Alexey directly

👁 All LinkedIn members

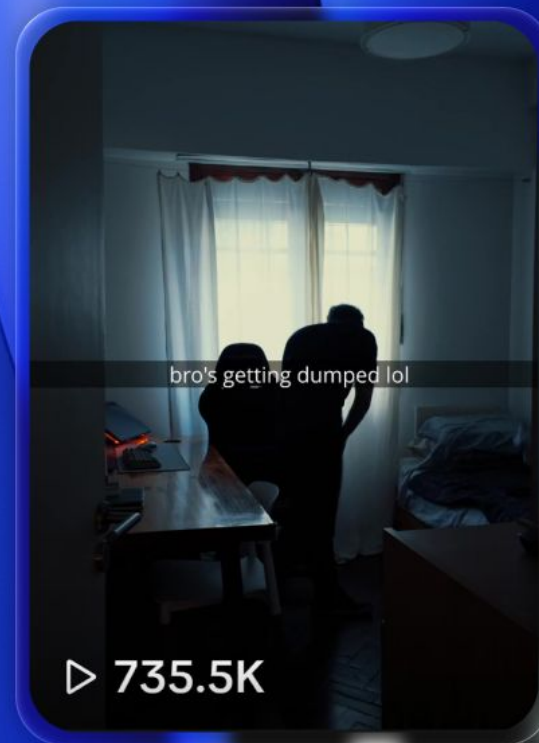
On ☒



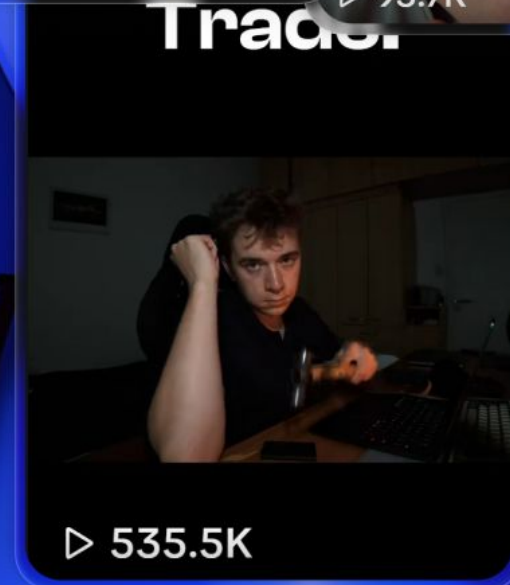
I had the pleasure of working with Alexey during his time as SMM Manager at EMCD, where his creativity and dedication consistently exceeded expectations. He not only grew the community across multiple regions but also turned challenges into opportunities, often delivering results that directly impacted the company's success. Alexey has an exceptional ability to combine strategic thinking with a genuine connection to people, which made our brand feel alive and trustworthy. His work ethic and innovative mindset were instrumental in strengthening company's global presence. Any team would be lucky to have him.

freedx

freedx



Trade.



SOME NUMBERS

150% Following increase

+1.300.000 X views

>4m organic views

X 2k→3.5k

🎵 35→1k

📷 1k→7k

in 73k→50k

In 6 months

QUIZ SHOW

OBJECTIVE

- ☀ Market a viral "Who wants to be a millionaire" type stream
- ☀ Create a system for transparent giveaways

CONSTRAINTS

- ✦ Time: specifics were known only a week ahead
- ✦ No access to Instagram paid ads

SOLUTION

- ☀ Viral TikToks with strong hooks
- ☀ Giveaways using an AI Agent

RESULTS

- ☀ 1k live viewers
- ☀ Giveaway results available the next day



X STRATEGY

OBJECTIVE

- ☀ Increase X viewership
- ☀ Exit the shadowban from the previous team

RESULTS

- ☀ Yearly reach in a month (1m+)
- ☀ ER above 15%

SOLUTION

- ☀ Comment strategy: 20 daily replies
- ☀ AI Agent creating comments. Claude artifact tweaking the tone.





STRATEGY

OBJECTIVE

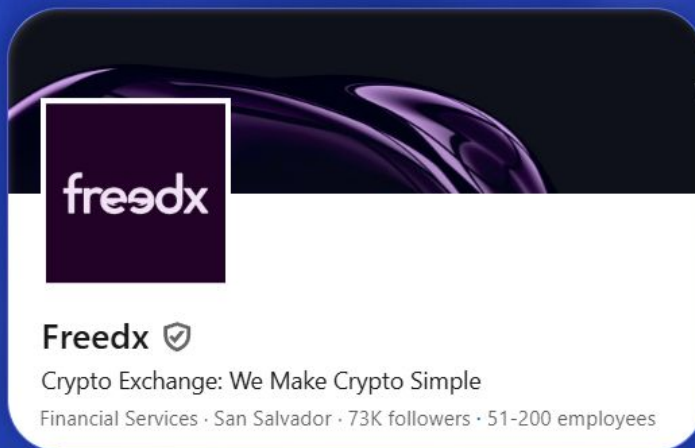
- ☀ Increase LinkedIn viewership
- ☀ Maintain high ER

SOLUTION

- ☀ Weekly posts on hot topics
- ☀ AI Automation: LinkedIn Claude artefact & an AI Agent for writing posts in a consistent tone.

RESULTS

- ☀ ER + 15%
- ☀ Following + 30%





Steve Milton  · 1st
Founder, CEO, Board Advisor
May 5, 2026, Steve managed Alexey directly

CMO

Alexey is an incredibly creative social media manager with a natural instinct for what it takes to build a brand's presence from the ground up. He's a fast learner who isn't afraid to step out of his comfort zone to experiment with new ideas and produce truly engaging content. He was a pleasure to work with, and I'd jump at the chance to collaborate with him again.



Kevin Capon Goldszmidt  · 1st
Senior PR & Community Growth Lead | Tech PR Consultant
April 17, 2026, Kevin worked with Alexey on the same team

PR Lead

 All LinkedIn members



Worked with Alexey at Freedx and am happy to recommend him. He brings solid expertise in social media and audience growth, is genuinely easy to work with and adds a creative edge to his work. Someone you can count on and the kind of person you want on your team.



Isabel Espinal  · 1st
Creative Director & Motion Designer | Crafting Visuals One Frame at a Time
April 22, 2026, Isabel worked with Alexey on the same team

Marketing Designer

 All LinkedIn members



I had the pleasure of working with Aleksei as our Social Media Manager, and his impact was immediate. Aleksei doesn't just manage accounts; he scales them. His ability to craft organic content that resonates with audiences led to a significant increase in our brand's reach and engagement. What truly sets him apart is his proactive nature, he is constantly bringing fresh ideas to the table and isn't afraid to take risks. He even stepped up as an on-screen content creator, becoming a face for our brand and driving authentic connection. Any team would be lucky to have his creativity and strategic mind.



STRATEGIC OVERHAUL

OBJECTIVE

- ☀ Make the brand more modern
- ☀ Move towards ENG positioning
- ☀ Create new social templates for 3 brands

CONSTRAINTS

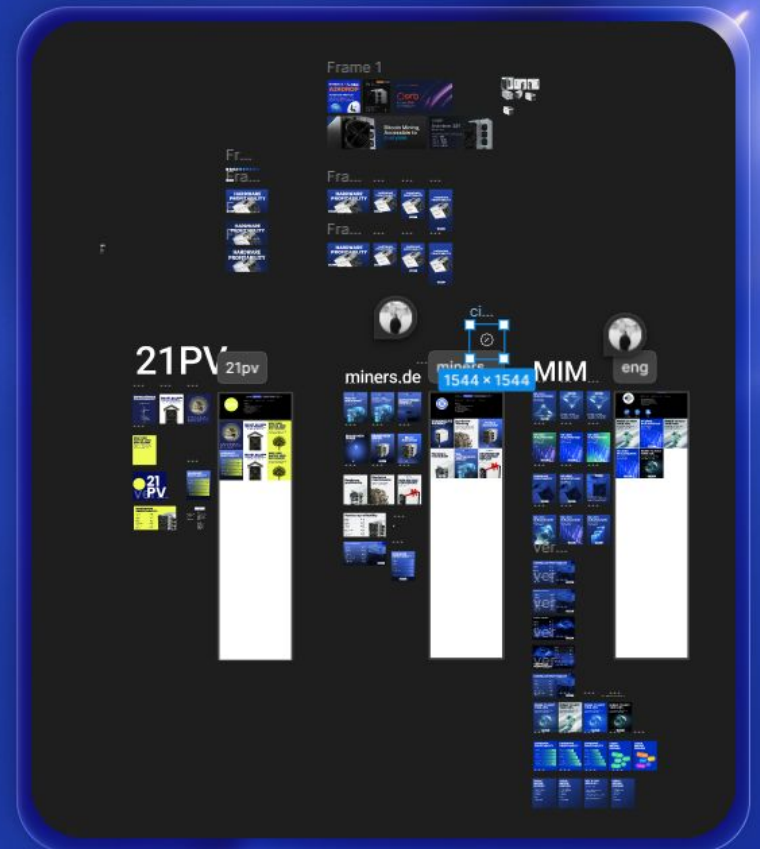
- ✖ No processes
- ✖ No designer in team
- ✖ Posting needed to start in new templates

SOLUTION

- ☀ Designed, wrote, and edited everything by myself

RESULTS

- ☀ Social overhaul in less than 2 weeks
- ☀ Templates for future use created
- ☀ Content scheduled for a month ahead





Evelyn Setubal  · 1st

Business Passionate | Luxury · Beauty · E-commerce · Fluent in 3 languages growing my interest on Bitcoin and Sustainability

January 5, 2026, Evelyn managed Alexey directly

 All LinkedIn members

On



Working with Alex as a social media manager was an excellent experience. He executes quickly, understands the industry deeply, and this combination had a huge impact on the quality and relevance of the content we produced together. He was always open to feedback, keen to understand the reasoning behind it, and proactive in turning it into clear, practical actions. I was particularly impressed by the way he approached design: even though it is not his main area of expertise, he consistently delivered visuals that exceeded my expectations and outperformed the work of designers I have collaborated with in the past. I would happily work with Alex again and highly recommend him for any role that involves content creation and execution.



Ubuntu Tribe



Manager360



Dia-Gram

Contract & B2B Work





Ubuntu Tribe

MY ROLE

- ☀ For a 9 month period I was asked to create a CIS community for a RWA project.
- ☀ I managed communities, set up bots and automations

STATS

- ☀ Viral TikToks with strong hooks
- ☀ Giveaways using an AI Agent

ACHIEVEMENTS

- ✦ Community: from 0 to 3000
- ✦ Multiple branding & campaign advice implemented
- ✦ Multiple branding & campaign advice implemented
- ✦ Coverage and direct impact on Times Square marketing campaign





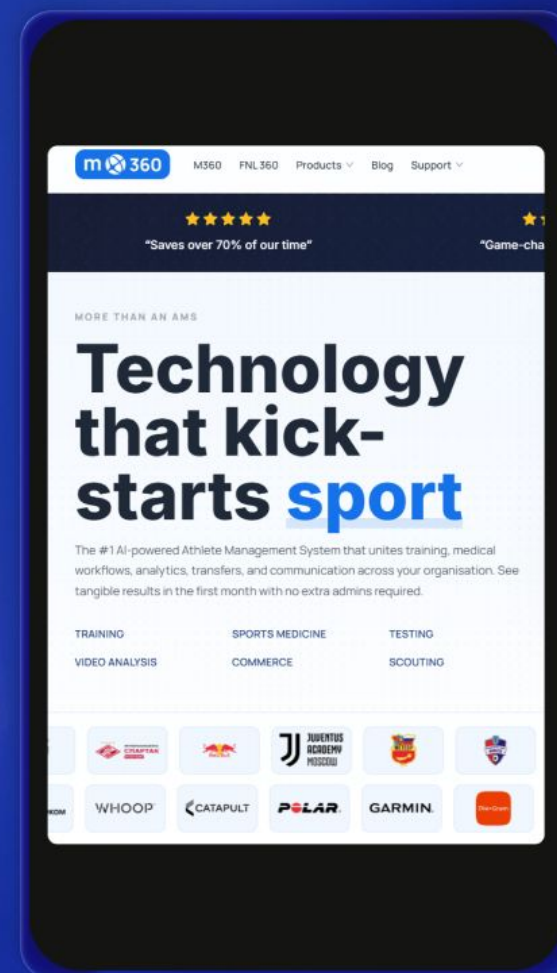
Manager360

MY ROLE

- ☀ I helped establish the brand content pillars and manage the authors personal brand
- ☀ In a B2B environment my goal was to present the product in a professional and clean way

ACHIEVEMENTS

- ☀ 3 Major League team signs during my contract & social coverage
- ☀ Grew the community from 100 to 1k
- ☀ Helped CEO with his TOV and set up a prompt library for future content generation.





MY ROLE

- ☀ Helping Establish a social presence in a B2B2C startup
- ☀ Full marketing pipeline: paid ads, social posts, content creation, video editing

ACHIEVEMENTS

- ☀ 3000 new users in the app
- ☀ Daily online: +10%
- ☀ More than 100k organic views during my contract

