



# ELCHIN KERRY

WEB3  
CONTENT & COMMUNITY  
MANAGER

## ABOUT ME

Multilingual Web3 specialist (RU/FR/EN/AZ/TR) bridging the gap between technical development teams and retail communities. I combine 4 years of practical DeFi immersion with a strong background in business operations. I leverage deep market understanding to empathize with user pain points and utilize AI automation to scale high-quality educational content. Seeking to drive engagement and retention for a forward-thinking Web3 project in the European, CIS or Turkish markets.

## CONTACTS

📞 +33 7 56 96 18 08

✉️ hello@elchinkerry.com

🌐 www.elchinkerry.com

📍 Toulouse, France

## SKILLS

### Web3 Mastery

- DeFi Protocols, Liquidity Pools, Wallets (MetaMask, Phantom, Ledger), On-chain Analytics (Etherscan, DeFiLlama, Dune).

### Community Management

- Discord Setup & Moderation, Telegram Admin, User Support & Onboarding.

### Content Creation

- Video Editing (Reels/Shorts), Visual Storytelling, AI Prompt Engineering (Text & Image).

## LANGUAGE

- Russian: Native
- Azerbaijani: Bilingual
- French: Pro Working Proficiency
- English: Tech Web3 Proficiency
- Turkish: Conversational / Mod Level

## PROFESSIONAL EXPERIENCE

### WEB3 CONTENT STRATEGIST & FOUNDER

DeFi Narrative Lab (Personal Brand) | Jan 2023 – Present

- Community Growth: Executing a "Learning in Public" strategy to demystify DeFi for retail users, translating complex protocol mechanics into accessible visual storytelling.
- AI-Driven Workflow: Implemented automated workflows (ChatGPT, Midjourney) to increase content output by 200% while maintaining high engagement rates.
- Audience Engagement: Managed daily community interactions across Instagram and Twitter, turning passive followers into active participants through transparent communication.
- Trend Analysis: Rapidly adapting content strategy based on on-chain data and market narratives to keep the community informed and active.

### DEFI MARKET ANALYST & COMMUNITY EDUCATOR

Independent Consultant | Jan 2021 – Dec 2022

- Ecosystem Research: Conducted deep-dive analysis on DeFi ecosystems (Uniswap, Aave) to educate peers on liquidity mechanics, staking, and tokenomics.
- User Psychology: Analyzed retail investor sentiment during high-volatility periods to create support strategies that reduce community FUD (Fear, Uncertainty, Doubt).
- Risk Management Education: Developed and shared capital protection frameworks, helping newcomers navigate Web3 security hygiene and wallet safety.

### FOUNDER & HEAD OF OPERATIONS

Creoxlab Web-studio | 2010 – 2020

- Leadership: Scaled a service-based business, managing cross-functional teams and resource allocation to meet strict deadlines.
- Crisis Management: Successfully handled high-stakes client negotiations and conflict resolution, a direct transferable skill for moderating Web3 communities.
- Product Vision: Bridged the gap between client requirements and technical execution, ensuring final deliverables met user needs.

## EDUCATION

### PROFESSIONAL DEVELOPMENT

- AI & Prompt Engineering | 2025 (Current Focus)
- Blockchain & DeFi | 2021 – 2022 (Deep Dive)
- UX/UI Design & Web Dev | 2012 – 2017 (Product Background)

### UNIVERSITY

Russian State Social University

- Economics & Management | 2005 – 2010